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Thematic Programme Capitalisation

Analysis report on

Sustainable Transport



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Foreword: Capitalising on achievements

Over the last seven years, with the goal of improving regional policies, more than 2 000 public institutions across Europe have been learning from each other through cooperation in 204 interregional projects supported by the INTERREG IVC territorial cooperation programme.

Hundreds of individual examples now exist of how a region or city has built on the experiences of their counterparts elsewhere to enhance their own policy and delivery strategies. For example, inspired by the approaches taken by the ECO Centre in Wales (UK) and an Educational Centre of the city of Sittard-Geleen (in the Netherlands), the Hungarian city of Vecsés developed activities on renewable energy and sustainability for its school children. In another example, based on lessons learnt through dialogue with Paterna (Spain), the Daugavpils City Council in Latvia upgraded its infrastructure for industrial parks, which had been active during the Soviet era but which also have great potential today. In a final example, after exchanging information with the Cypriot authorities the Region of Crete in Greece invested in water recycling and re-use schemes, applying the Cypriot models.

The sheer scale of the knowledge shared in the INTERREG IVC Programme is impressive: almost 5 000 staff involved in regional policy have improved their skills, and more than 250 policies have been improved. With such a wealth of experience, the programme was eager to go a step further and harness the knowledge that has been collected or generated at project level.

Policymakers across Europe are searching for evidence to support their actions – and even more so during this period of financial instability. Local and regional authorities don't necessarily have the resources to try out different policy practices without the assurance that they have worked elsewhere.

Over the course of the past year, 12 teams of experts in different fields have been analysing the project results and benchmarking the knowledge they have accumulated. This report is the fruit of their work. It showcases the tried-and-tested practices exchanged - and policies improved - by INTERREG IVC projects, and will be of interest to all EU regions. Synergies and complementarities within the projects are identified as well as links with other EU initiatives. Policymakers and practitioners at all levels - regional, national and European – will find theme-specific recommendations tailored for them.

There is no longer a need to look project by project and policy by policy to understand the key regional policy issues and potential solutions in the field of sustainable transport. You will find in this report an organised 'repository' of the valuable knowledge gained by the INTERREG IVC projects working in this important area, to help you to shape the policies of tomorrow.



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Executive Summary

The transport sector is expected to remain a strong player in the European sustainable development scene.

The Europe 2020 strategy¹ hinges on three priority areas. The first is to encourage smart growth by stimulating an economy based on knowledge and innovation. The second is to continue to develop sustainable growth by promoting a low-carbon, resource-efficient and competitive economy. The third is to ensure inclusive growth by fostering a high-employment economy delivering social and territorial cohesion. In all these areas, a strong contribution from the transport sector is expected. Innovation, low-carbon, resource-efficient technologies and social and territorial cohesion are issues that are gradually becoming more crucial to European transport policy.

Regions are administrative and political entities that are in a position to develop coherent approaches to address sustainable transport challenges at the appropriate scale of the daily commuting area.

Regions can also act as catalysts for the development of the EU strategy on transport. Many of the problems faced by territories in the transport sector and their effective solutions require an integrated approach and cooperation between the various authorities and stakeholders involved.

This report was commissioned to provide a better understanding of the knowledge capital gained among projects working on the sustainable transport topic. It examines the features and results of these projects and identifies their added value. The analysis was based on collecting, analysing, disseminating, and transferring Good Practices with a view to capitalising on the strengths of each region.

This report reviews six concluded sustainable transport projects, which involved 73 partners and identified 94 Good Practices and which you can find here clustered by the experts into nine Topics. The report also introduces another nine ongoing projects, which identified a further 150 Good Practices for capitalisation.

Challenges

The challenge encountered on the path to achieving sustainable transport is to define and progressively implement a coherent long-term strategy of integrated policies and actions. But, of course, the elements of such a strategy cannot always all be addressed simultaneously, and projects need to focus on individual operational aspects that will eventually come together into the greater design. In the European policy framework, these challenges are expressed in the [Transport 2050](#): 'The major challenges, the key measures' and in the [White Paper](#).

In the long term, the fundamental strategic challenge is to integrate *Land-Use Planning with Transport*. As long as land-use planning and the distribution of economic and social functions throughout the regions do not take account of the basic requirements of sustainable transport logistics, it will not be possible to achieve satisfactory results in terms of the economic, social and environmental performance of the transport system.

Within the current European and National legal and policy frameworks, the trend tends towards creating and strengthening *regional Transport Authorities*. Their role is to represent transport requirements in the regional strategic planning processes and to implement transport policies in the field. Regional Transport Authorities are still rather young, and the need as well as the opportunities for interregional cooperation and exchange of experience are tremendous.

Sustainability requires the reconciliation of environmental, social and economic demands - also referred to as the 'three pillars' of sustainability. This means, for example, that any environmental technology and social responsibility initiative will remain unsustainable if the economic pillar is weak. The *Financing of Public Transport* probably represents the greatest challenge to reconciling these three dimensions.

Finance for public transport – from mass transport to smaller companies offering shared transportation – is only sustainable in the long run if it leads to a considerably increased public transport share in overall motorised transport volumes. *Encouraging the use of public and shared transportation* is therefore at the core of many Good Practices.

¹ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - 2020 by 2020 - Europe's climate change opportunity ([link](#))

The use of ITS – Intelligent Transport Systems has been on the agenda since the early days of the mobile phone and GPS revolution, and its potential for innovative approaches and pragmatic solutions is still far from exhausted.

Many regions or sub-regions face severe problems of ageing demography and lack of transport facilities for children and the young. Accessible transport is therefore not only a matter of equity, but it also improves the social fabric of entire neighbourhoods, which, in turn, may be critical for their economic sustainability as well.

Mobility Management is the label given to the toolbox of organisation based measures and services that are designed to help people reach their workplaces, schools, administrations, hospitals, social and cultural venues, shopping malls, safely, economically and, ideally, with an extra health benefit from physical activity associated with active modes of transport, i.e. walking and cycling.

We will continue to rely heavily on motorised and polluting means of transport. Therefore, *encouraging low-emission transports* is clearly part of any complete sustainable transport strategy.

Some Good Practice examples from INTERREG IVC

The metropolitan regions of Stockholm and Gothenburg are resolutely addressing the challenge of integrating transport and land use planning. The 'Ideal Intermodal Node – Guidebook on Intermodality in [the] Gothenburg Region' edited by the Gothenburg Region Association of Local Authorities (INTERREG IVC project CATCH_MR) is one tangible result of this approach – not only in terms of actual designs but also for the processes used to develop such designs locally and in a participatory manner.

Bucharest, Budapest, Riga, Vilnius, Warsaw and other cities and regions of other new Member States may still currently be on the receiving side of good practice transfer activities, but this situation is set to be reversed. For instance, the public transport authority of Warsaw's 'Innovative schemes for tendering and contracting public transport' is now an efficient means of improving the quality of service delivery, freeing up the authority's capacity for the development of customer services, such as the intermodal cross-border travel planner.

UK authorities have been struggling with certain effects of bus transport deregulation. They have now developed new forms of intervention in line with their own priorities, notably with regard to aspects such as infrastructure and public information. In this context, the Brighton & Hove City Council has developed the 'Quality Bus Partnership and JourneyOn Travel Awareness/Marketing Campaign' (INTERREG IVC project MMOVE). These and many other examples clearly show how transport challenges and the development of state-of-the-art solutions are, by no means, limited to metropolitan regions.

Electric vehicles are prominent in Ulm's innovative and ground-breaking 'Car-to-go' floating car-sharing schemes (INTERREG IVC project MMOVE) and indeed in many other Good Practices, such as the practice related to the cross-border interoperability of electric vehicles in the Galicia–North Portugal Euroregion (INTERREG IVC project SUM).

Demand-responsive public transport services in sub-urban and rural setting designed to provide good quality service at a reasonable cost need implementing more than ever, and this represents a very difficult challenge. The thematic area of sustainable transport is explored in several Good Practices of the projects analysed in this report.

Policy recommendations

Thanks to the large variety of situations encountered and players involved in the projects analysed, it has been possible to define some policy recommendations for regional transport policymakers:

- ✓ Policymakers' consideration for sustainable transport at the regional level is part of a continent-wide trend. Do not attempt to reinvent the wheel. Copy-paste successful solutions where possible. But, at the policy level, good practice examples should inspire and support genuine local learning processes.
- ✓ Provide an integrated approach to transport: In the planning and operational stages, consider all modes of transport. Go beyond the conventional public transport systems, look into walking and cycling, shared modes and pay special attention to other critical components of the transport system such as, for instance, urban goods distribution.
- ✓ 'Think locally, act globally: learning from good practices is only possible if you are aware of your region's specific needs and opportunities. A truly effective overall regional sustainable transport policy will draw inspiration and technologies from many sources and assemble them into a unique local blend.

- ✓ Fully include a regional transport authority in any land-use planning processes. Transport operators have to evolve in the context of evolving cities. If they are included in land use planning processes, which provide the framework for urban development, they can better understand and anticipate the evolution of the city. There are numerous players involved in the design of transport systems. They do not all have common or identical objectives and do not automatically produce the intended outcome (sustainability), so it is important to include them in planning processes.
- ✓ Build on people's own close involvement in any aspects pertaining to their own mobility. Transport is a daily challenge for people and businesses. They will adopt sustainable transport if it provides effective solutions that are pleasant, easy-to-use, and reasonably priced.
- ✓ Sometimes, new services and practices need start-up finance and promotion to get off the ground. In the long run, they must be economically sound. Therefore, when supporting a pilot project, always think of ways to repeat and up-scale the project if it turns out to be a real success.
- ✓ Ultimately, budgets are the measure of all policy: do not expect to build a sustainable transport system if the larger part of the budget is attributed to car-oriented infrastructure.

1. Introduction And Methodology

The present report concerns six concluded and nine ongoing INTERREG IVC 'SUSTAINABLE TRANSPORT' projects. The 15 projects involve a total of 168 PARTNERS (averaging 11 partners per project) see Annexe 1 – Cluster Fact Sheet and Annexe 2 – Cluster Map. The projects worked on 94 + 150 Good Practices (concluded / ongoing projects; 150 is an approximate figure since not all the projects have yet definitively identified all their Good Practices). Each of the selected projects explored between eight and 23 Good Practices (an average of 16 Good Practices per project); Some Good Practices have already been transferred within and even outside the projects.

The report starts, in Chapter 2, by looking at the policy context (see also Annexe 5 – International Policy Context). In Chapter 3, the analysis of each project is summarised with regard to project aims, main Good Practices, relevance of the topics addressed, and transferability / drivers / barriers. The complete analysis can be found in Annexe 3, broken down into the following aspects: impact, capitalisation, innovation, and transferability. Chapter 3 also presents selected Good Practices and their respective recommendations, a thematic cross-analysis by Topic, and answers to the core questions. Finally, Chapter 4 presents the key policy messages and conclusions.

Methodology

It has to be borne in mind that the analysis could not be carried out for the ongoing projects in the same detailed manner as for the concluded ones, as the Good Practices for ongoing projects – albeit, in most cases, having already pre-selected from a long list (except for the projects ECOTALE and CYCLE CITIES) – had not yet undergone the exchange of experiences, networking, and transfer, nor produced the expected outcomes (such as case study collections, policy recommendations, strategic guidelines, or Action Plans).

The methodology adopted to assess the projects with regard to benchmarking and possible capitalisation is explained below.

In the specific thematic area of Sustainable Transport, the large majority of the solutions (both Good Practices and policies) outlined by the projects are based on the use of technologies or specific support methodologies. This implies that any transfer process requires considering socio-economic and policy/political factors and often includes a high level of 'engineering' analysis and conceptual work. Even when using consolidated and standard practices, it is necessary to adapt technologies and adjust the methodologies to each specific situation and context. Moreover, all the policies must be analysed, taking account of their adaptation to the local circumstances. The main factors that generally affect the tailoring of policy design include:

- ✓ the territory in which the intervention is carried out;
- ✓ the level and characteristics of transport demand;
- ✓ the economic and environmental constraints and the need to reconcile the two;
- ✓ the social and political constraints and potentials.

The above-mentioned factors must be specifically considered each time we apply new methodologies, technologies or experiences, which must be adapted on an individual case basis. Only a very limited number of solutions and products available on the market can escape this rule.

This means that simply identifying Good Practices is not enough to obtain an indication of their transferability and, above all, of the possibility of 'capitalising' on them, and thereby making them suitable outside the project environment. It is quite common that a Good Practice identified in one place is not applicable elsewhere or may even be counter-productive in different contexts.

In order to achieve a potential for 'capitalisation', it is not sufficient to describe, however accurately, the identified Good Practices, their implementation, and the related benefits. It is very important to ascertain the conditions under which transferability can occur and the methodologies needed to achieve the desired results. Therefore, the ideal solution is to supplement the identified Good Practice with more general documentation, such as position papers, guidelines, site evaluations, feasibility studies and policy recommendations. In fact, if the good practice assessment can persuade the importing region to consider adopting a specific experience, a more analytical documentation can provide useful information for evaluating the real applicability and expected results.

With this general consideration in mind, each Good Practice was analysed according to its relevance in terms of capitalisation, taking account of several points:

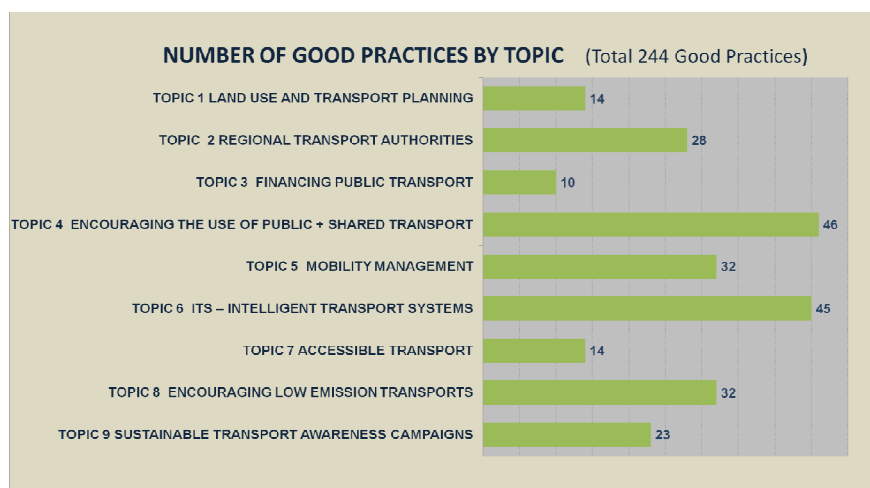
- ✓ the level of innovation, from different perspectives. In fact, we cannot only consider the 'absolute level' of innovation with respect to the European state-of-the-art. Local conditions must be taken

into account, and the level of innovation must also be defined in relation to the application environment;

- ✓ the potential impact that their application can have in new environments. Good Practices with a high potential impact on the state of mobility are of course more interesting than the ones with a limited impact;

the level of difficulty in transferring the identified Good Practice/policies relevance of the Topics addressed by the single Good Practice/policy with respect to European priorities and the policies defined in the European position papers.

Following a general evaluation of the characteristics of the various Good Practices and policies, a qualitative assessment of their degree of interest/relevance was performed.



All the Good Practices were analysed and clustered into nine Topics, as shown in the graph. Each Good Practice was only classified according to its primary Topic, although many Good Practices include aspects related to several Topics.

Naturally, the number of Good Practices per Topic varies considerably, as shown in the figure on the left, and not all the

projects cover all the Topics: while the Good Practices in four Projects are spread over a large number of Topics (dark green), the remaining (light green) focus on a lower number of specific Topics, as is clearly shown in the following table, which maps Good Practices against Topics, for the 15 projects.

TOPICS		CATCH	CAPRICE	IMMOVE	FLIPPER	PIVMS CAPITAL	PIVMS TRANSFER	EPTA	SUMI	INVOLVE	POLITE	RITS_NET	MOG	POSSE	ECOTALE	CYCLOTIES
1	TRANSPORT AND LAND USE PLANNING	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
2	REGIONAL TRANSPORT AUTHORITIES	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
3	FINANCING PUBLIC TRANSPORT	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
4	ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
5	MOBILITY MANAGEMENT	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
6	ITS – INTELLIGENT TRANSPORT SYSTEMS	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
7	ACCESSIBLE TRANSPORT	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
8	ENCOURAGING LOW EMISSION TRANSPORTS	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
9	SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
Number of TOPICS covered		4	7	7	5	6	5	3	2	9	6	4	8	1	N.A.	N.A.

OBS.: The dark green colour indicates projects with good practices that address seven or more of the Topics. The light green colour indicates projects with Good Practices covering fewer than seven Topics.

The analysis of the projects presented in Section 3.1 (and Annexe 3 – Project Assessment Files) was carried out accounting for the following aspects:

- ✓ Thematic areas and main Topics addressed and their relevance;
- ✓ Good Practices and project findings;
- ✓ Degree of interest, innovation and impact;
- ✓ Transferability, transferability methodology (handbooks, manuals, tools), and drivers and barriers (Policy/ culture / methodologies for design/ analysis/ implementation / applications products, new solutions, innovative approaches to existing markets/products, etc.);
- ✓ Relationships/linkages with other INTERREG IVC programme projects;

- ✓ Relationships/linkages with other European projects and initiatives and significance vis-à-vis the five themes of the 2011 Transport White Paper (Single Transport Area / Innovating technology and behaviour / Modern Infrastructure / Smart Pricing / Smart Funding).

Each Project Assessment File also contains a fact sheet, a project synopsis, and a list of documents.

Some more specific methodological notes can be found in Chapter 3.

2. Policy Context

European Union policy-making involves the production of a large and complex variety of document types. Specific terms used may not always be comprehensible to non-specialists, so a quick introduction is provided here. Topic-based, broad, and long-term strategies are often published in the form of White Papers. White Papers sometimes follow a Green Paper released to launch a public consultation process. A Green Paper usually presents a range of ideas and is meant to stimulate debate. Strategies are then followed by Action Plans, by 'normal' Communications, and, sometime, by Directives or Regulations – which unlike the former are of a legislative nature. The entire process varies considerably, and therefore steps of this chain might be absent in certain policy areas. Another way of looking at the plethora of EU policy-making documents is to classify them according to their role. From this perspective, we can look at the instruments the EU has put in place to implement its strategies. Instruments are usually associated with financing but, by way of example, they could also be initiatives aimed at increasing the cooperation with and among local authorities (such as the Covenant of the Mayors), or at facilitating the access to information (such as the ELTIS portal).. A short overview of international policies can be found as an Annexe 5 – International Policy Context.

STRATEGIES

The goal of framing a common transport policy dates back to as early as 1957, when the European Economic Community was created. But it was only with the 1992 Treaty of Maastricht (the Treaty on the European Union), that the European Commission (EC) was granted enough powers for the task. That year witnessed the presentation of the first White Paper on the future development of a common transport policy. Its main goal was to establish an internal market in the transport sector among Member States.

White Paper 'European Transport Policy for 2010: Time to Decide' (2001)

A second White Paper was published in 2001 containing explicit references to urban mobility and to cities as fundamental *loci* of EU policies. The paper, entitled '[European Transport Policy for 2010: Time To Decide](#)', set medium-term objectives and proposed around sixty measures to 'develop a transport system capable of shifting the balance between modes of transport, revitalising the railways, promoting transport by sea and inland waterways and controlling the growth in air transport'. It highlighted demand-oriented measures and formally introduced the concept of intermodality as a way to meet the increased demand for transport while keeping the infrastructural needs to a minimum.

Thematic Strategy on the Urban Environment (2006)

Another strategy was published in 2006: the [Thematic Strategy on the Urban Environment](#). The document addressed a number of environmental challenges in cities. In the field of transport, the main action was to provide guidance on integrated environmental management and on sustainable urban transport plans. Although EU action is limited as far as urban areas are concerned, because of the principle of subsidiarity, there is a need for cooperation and coordination among local authorities.

EU Disability Strategy 2010-2020 (2010)

The EC adopted the new [EU Disability Strategy 2010-2020](#) in 2010. The strategy supports the implementation of the UN Convention on the Rights of Persons with Disabilities in the EU and is accompanied by a list of actions grouped into eight areas. Among the implemented actions was the launch of an annual award called Access City, which has sought to showcase and reward cities taking exemplary steps to improve accessibility in the urban environment.

Europe 2020 (2010)

Proposed by the EC in 2010, [Europe 2020](#) is a 10-year strategy aiming at 'smart, sustainable, inclusive growth' and follows the Lisbon Strategy for the period 2000-2010. The underlying vision is that of an economy delivering high levels of employment, productivity, and social cohesion. The strategy has defined several targets, some of which deal with climate change and energy: (a) to reduce greenhouse gas emissions by 20%, as compared to 1990; (b) to increase the share of renewable energy in final energy consumption by 20%; and (c) to achieve a 20% increase in energy efficiency.

White Paper 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system' (2011)

New concerns such as increasing energy prices, the enlargement of the EU, and climate change – identified by the EC's paper 'Keep Europe Moving: Sustainable Mobility for Our Continent' (a mid-term review of the 2001 White Paper) – called for a revised transport strategy. '[Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system](#)', the White

Paper currently in force, was published in March 2011 and advocates a number of highly ambitious goals. The most prominent is a reduction of at least 60% in CO₂ emissions from transport by 2050; other goals include: (a) for intercity travel, a 50% shift for all medium-distance passenger and goods transport off the roads and onto rail and waterborne transport; (b) for urban transport, a 50% shift away from conventionally fuelled cars by 2030, phasing them out in cities by 2050. The paper also became known for the often cited quote 'curbing mobility is not an option'. The EC attempted to create a 'win-win' situation, as if increased mobility demand, ultimately leading to more pollution, would not harm the capacity to meet the other overarching goals of the White Paper. This shows how difficult it can be to make clear choices between contradictory policy goals, at least to a certain extent. Although demand-side measures are featured in the paper, such as land-use planning and behavioural measures, it is also true that there is greater emphasis placed on infrastructural and technological measures.

Action Plans and discussion papers

Green Paper 'Towards a New Culture for Urban Mobility' (2007)

The [Green Paper on Urban Mobility](#) set the foundations for an EU agenda for sustainable urban mobility. It directly targeted local authorities, thus recognising their unique role in promoting sustainable urban mobility patterns. As a discussion paper, the initial goal was to stimulate debate. Different policy options were put forward: promoting the exchange of Good Practices at all levels (local, region, or national), underpinning the establishment of standards, encouraging applied research and technology, simplifying legislation, and facilitating access to funding. The ultimate goal would be the adoption by society of a new culture based on the principles of sustainable urban mobility.

Action Plan on Urban Mobility (2009)

The results of the consultation process that followed the Green Paper mentioned above would be later incorporated into the EC's '[Action Plan on Urban Mobility](#)'. Published in 2009, the plan proposed twenty actions to be launched between 2009 and 2012 supporting local, regional, and national authorities in achieving sustainable urban mobility goals. The measures were grouped into six main themes: (a) promoting integrated policies; (b) focusing on citizens; (c) greening urban transport; (d) strengthening funding; (e) sharing Good Practices; and (f) optimising urban mobility. Ensuring a more rapid implementation of Sustainable Urban Mobility Plans (SUMP) was again featured as one of the main specific action points.

Strategic Transport Technology Plan

More recently, in preparation of the upcoming [Strategic Transport Technology Plan](#), the EC published a Communication entitled 'Research and Innovation for Europe's Future Mobility'. The paper summarises the achievements of the European transport sector in research and innovation, outlines challenges to be overcome and presents potential actions in view of achieving modernised and sustainable transport systems. Also, as part of a technology strategy, which is a clear priority for the EU, the EC presented, at the beginning of the year, the [Clean Power for Transport Package](#), which includes the Communication entitled 'Clean Power for Transport: a European Alternative Fuels Strategy' and a proposal for a Directive on the deployment of alternative fuel infrastructures. The Directive aims to facilitate the market uptake of cleaner fuels through the large-scale deployment of alternative fuel infrastructures.

The next step will be the development of a Sustainable Transport Technology Plan.

Trans-European Transport Network (TEN-T) and Connecting Europe Facility

The [Trans-European Transport Network](#) (TEN-T) forms the main infrastructure *networks* in *transport*, energy, and telecommunications in the EU as a whole. Although strongly criticised for the disparate criteria for inclusion or exclusion of projects in the network, the need for an EU-wide communication network is urgently needed. For this reason, the proposal for the new financial framework allocates a budget of €31.6 billion for transport infrastructure investment over the 2014-2020 period to be committed mainly via the newly established [Connecting Europe Facility](#) (CEF).

Railway Sector Reform

Railways have traditionally been protected as public monopolies. Even though most transport services fall outside the Bolkestein Directive on services in the internal market, the EU has been pushing very hard for increased competition in long-distance services. Some countries – notably the United Kingdom – have privatised their railway companies and separated infrastructure management from service provisions ('unbundling'). The [4th Railway Package](#) proposal, published in the beginning of 2013, is a comprehensive set of Directives and Regulations which takes railway reform considerably further. While its positive aspects are undeniable – with regard to, for example, interoperability between EU systems –, stakeholders criticise the prescriptive nature of the business model advocated by the EC, which would not 'fit' the diverse situations across the EU and could even hamper the

competitiveness and efficiency of currently well-performing systems. The European Economic and Social Committee will adopt an [opinion](#) about the 4th Railway Package before mid-July 2013.

INSTRUMENTS

Regulatory Instruments

The environmental and health related considerations surrounding transport have prompted the approval of several regulations² designed to establish limits to air pollutant concentrations (such as CO, HC, NO_x, and PM) and to traffic noise, and to stipulate fuel and vehicle efficiency standards.

FINANCIAL MECHANISMS

Seventh Framework Programme and Horizon 2020

The EC funds research activities mainly through the Seventh Framework Programme (FP7), under which €4.1 billion was allocated to the transport sector during the period 2007-2013. [Horizon 2020](#) will succeed FP7 as the EC's proposal to 'generate ideas, growth and jobs through the world's largest collaborative programme for research and innovation' (2014-2020). In the transport sector, the EC will strive for a balanced approach which invests both in technology and in relevant socio-economic research. The four main priorities for transport research under Horizon 2020 are: (a) making transport more sustainable: resource-efficient and environmentally friendly transport; (b) making transport and transport systems seamless: better mobility, less congestion, greater safety and security; (c) keeping transport competitive: the European transport industry as a global leader; and (d) making transport research responsive: socio-economic research and forward-looking activities for policy-making. The work carried out under the Strategic Transport Technology Plan will help to focus related research activities in Horizon 2020.

CIVITAS

[CIVITAS](#) (Cleaner and Better Transport in Cities) was launched in 2002 and aims at achieving sustainable, clean, and energy-efficient urban transport systems by employing a range of technological and policy measures. Since its inception, CIVITAS has managed to leverage an investment of over €360 million, €180 million of which in EU subsidies. The concept was rapidly taken up by cities. CIVITAS has already supported more than 650 technical and policy-based measures in 58 cities throughout the EU and is currently acknowledged as one of the most prominent programmes in this domain. CIVITAS is also known for its innovative cooperation and dialogue mechanisms. Through its [Forum](#), for example, cities are able to exchange ideas and experiences with other cities. The Network currently comprises 150 cities from 30 countries. In addition, CIVITAS includes what they call [National Networks](#) (or CIVINET, groups of cities that work together in their own language), and thematic groups (group of peers exchanging experiences and knowledge on certain thematic fields). It is clear that cooperation and knowledge-sharing is regarded as a key component of the programme and one which certainly accounts for its success.

Intelligent Energy Europe

The [Intelligent Energy Europe](#) programme was launched in 2003 as one of the most important financing mechanisms for supporting actions aimed at achieving sustainable mobility systems. The budget for the 2007-2013 period is €730 million. Two calls address transport issues: (a) energy in transport (STEER), with an indicative budget of €12,5 million covering initiatives targeting energy savings and energy efficiency in the transport sector, including stimulation of demand for alternative fuels and clean and energy-efficient vehicles; and (b) integrated initiatives, with an indicative budget of €27 million that simultaneously covers several economic sectors or several of the main areas of energy efficiency, new and renewable resources, and energy in transport.

Smart Cities and Communities European Innovation Partnership

The [Smart Cities and Communities European Innovation Partnership](#) was launched in 2012 by the EC to establish a pool of resources on urban demonstration projects dealing with energy, transport, and information and communication technologies through an integrated approach. The ultimate goal is to facilitate the deployment of technology for further market diffusion. Funding is awarded through yearly calls for proposals (€365 million in 2013). As part of this initiative, the EC also launched the [Smart Cities Stakeholder Platform](#) to stimulate cooperation and knowledge exchange. It is both a web-based and physical platform open to interested participants and operates mainly using a bottom-up approach.

² For more details, please consult: Directive 2008/50/EC and other [regulatory documents](#)

FINANCIAL INSTRUMENTS WITH A STRONG TERRITORIAL DIMENSION

Territorial based instruments have received increased attention and funding because of the critical role played by local authorities in implementing sustainable mobility policies. This Section focuses on some of the most important: INTERREG, ESPON, INTERACT, and URBACT.

INTERREG

[INTERREG](#) was launched in 1989, which makes it one of the few 'veteran' EU programmes. It is designed to stimulate cooperation between Member States at different levels of governance. It aims at strengthening economic and social cohesion by fostering cross-border, transnational, and interregional cooperation. Remote regions sharing borders with the candidate countries are a particular key programme target. INTERREG is composed of three strands:

- ✓ INTERREG A, 'cross-border cooperation', which promotes cross-border social and economic development through common development strategies. Budget (2007–2013): €6.5 billion;
- ✓ INTERREG B, 'transnational cooperation', which involves national, regional, and local authorities and aims to promote better integration within the EU by creating large groups of European regions. Participating regions do not have to be geographically contiguous, but they should face similar problems. Budget (2007–2013): €1.8 billion;
- ✓ [INTERREG C](#), 'interregional cooperation', which aims at improving the effectiveness of regional development policies and instruments through networks exchanging information and sharing experiences. The programme supports two types of projects: regional initiative projects and capitalisation projects. Budget (2007–2013): €321 million.

In terms of Topics, the programme supports the innovation and knowledge economy, environmental protection, and risk prevention. An interesting point about INTERREG is that, even though EU policy is trans-European and scientifically grounded, it is more often than not directed at urban areas, but INTERREG, on the contrary, adapts these policies to the specific challenges of the peripheral regions at the fringe of the core metropolitan areas or far away from them. It is more about implementation and tailoring of practices/policies to regional contexts than about innovation. INTERREG has therefore a specific complementary role to play and does it well, as the large number of partners and Good Practices have demonstrated.

INTERACT

[INTERACT](#) was created in 2003 to assist three types of territorial cooperation programmes: network programmes, cross-border programmes, and transnational programmes. Its motto is 'animation, cooperation and transfer'. The initiative provides support, training, and advice on management techniques, financial issues, European regulations, communication, strategic orientation, and policy development. An interesting tool developed by INTERACT is the [KEEP database](#). This is an online tool and community platform containing comprehensive data on previous and ongoing cooperation projects. Moreover, the forum for European Territorial Cooperation functions under the programme's umbrella – where stakeholders are once again encouraged to collaborate through institutional and thematic networks on Topics of common interest. For capitalisation, INTERACT provides a platform for European Territorial Cooperation stakeholders to share individual and organisational knowledge and expertise gained through cooperation and to learn from each other. Transport and mobility thematic fields are included among the principal themes tackled in order to create closer links with the objectives of the Cohesion Policy.

URBACT

[URBACT](#) is a European programme enabling cities to work together and to develop solutions to key challenges with a view to promoting integrated and sustainable urban development. URBACT focuses on issue-specific projects and brings together six to twelve cities and other partners during a two to three year period. The projects work mainly on facilitating the exchange of knowledge among urban policymakers, decision-makers, and practitioners, by assisting them in defining Action Plans, and by disseminating Good Practices and lessons learnt (capitalisation). URBACT is structured along nine thematic clusters: active inclusion; urban renewal; disadvantaged neighbourhoods; human capital and entrepreneurship; innovation and creativity; low-carbon urban environments; metropolitan governance; port cities; and quality sustainable living. So far, the programme has supported projects in 500 cities in 29 countries and has involved 7000 participants. The budget for the 2007-2013 period was set at €68.9 million.

European Spatial Planning Observation Network (ESPON)

The [European Spatial Planning Observation Network](#) (ESPON) was established in 2001 as a cooperative venture between the EC, Member States, and accession countries to support the European Spatial Development Perspective (ESDP). It is a *sui generis* process in the sense that it differs from a typical consultancy approach; while at the same time it is not wholly a research

programme (it combines features from both). For example, the programme responds to policy-defined demands, but, unlike consultancy work, it carries out primary research. ESPON has been preparing high-quality reports containing a wealth of information, including scenario building and development of new indicators and maps about European territorial structures and dynamics. All relevant territorial domains are analysed, such as those dealing with the environment, transport and competitiveness. The budget for the 2007-2013 period is €47 million.

THEMATIC INITIATIVES

SUMP

The development of [Sustainable Urban Mobility Plans](#) is arguably one of the major areas of focus of the EC in the field of sustainable mobility. It is easy to understand why: they integrate different policy areas and contribute to several goals in an expectantly coherent and democratic way. In addition to funding, the Commission has been supporting the development of a standard methodology and evaluation methods (for example, the guidelines '[Developing and Implementing a Sustainable Urban Mobility Plan](#)'). In order to persuade cities to develop and implement such plans, the EC is also investigating the effectiveness of making SUMPs mandatory for cities of a certain size or making them a precondition to unblocking certain financial mechanisms.

Covenant of Mayors

The [Covenant of Mayors](#) is a campaign spurred by the EC, bringing together almost 5000 local authorities worldwide that have committed themselves to reducing CO₂-emissions and improving energy efficiency beyond Europe 2020 targets. To this effect, participating cities must develop and implement [Sustainable Energy Action Plans](#), and regularly report on their achievements.

ELTIS and Transport Research and Innovation Portal

[ELTIS](#) is the main portal financed by the EC for gathering a collection of case studies in a variety of urban mobility Topics. It also provides a library Section with guidelines, handbooks, images, events, job opportunities and funding information. In a world accustomed to the fulminant rise and fall of all sorts of websites, it seems that ELTIS has found its place and managed to win over its fans. It has become a useful tool, with high-quality and up-to-date content. As usual, one can also join the virtual community of ELTIS 'friends'. The [Transport Research & Innovation Portal](#) (TRIP) complements ELTIS by providing an overview of research activities and results at the European level.

Reference Framework for Sustainable Cities

The [Reference Framework for Sustainable Cities](#) is a high-level European working group developing a set of tools to assist local authorities and stakeholders towards sustainable urban development. A closed Section of a website – parallel to the main website – is designed to provide registered users with [sustainability tools](#). Its scope is clearly more encompassing than that of SUMP, for example, given that the three economic, environmental, and social pillars are included.

European Mobility Week and 'Do the Right Mix'

[European Mobility Week](#) has become widely known for its car-free days, but it is actually more than that. It has become a major behavioural change campaign – led by numerous participating organisations – incentivising and convincing citizens to adopt more sustainable mobility patterns. The momentum generated by the campaign effectively encourages local authorities to introduce and promote alternatives to car use. The campaign culminates in the [European Mobility Week Award](#), created by the EC to reward cities deemed to have 'done the most in raising public awareness to sustainable mobility issues and implementing measures to achieve a shift towards sustainable urban transport.' In a similar vein, the campaign '[Do the Right Mix](#)' was launched in 2012 to support sustainable urban mobility marketing activities. Unlike the Mobility Week, which mainly targets local authorities, 'Do the Right Mix' finances small dissemination activities from basically any interested organisation (groups of people, NGOs, social partners, research and educational institutions, public institutions, private companies, etc.) provided they are deemed good enough to receive funding.

Multi-modal Journey Planners

Policy in this matter is clearly lagging behind other domains. The EC has organised a contest to elect only the best existing [multi-modal journey planners](#), but most existing planners are very limited in their capabilities. If finding bus or train timetables across Europe is still a cumbersome process, buying tickets can be a torment. Anyone who has tried to favour environmentally friendly modes of transport instead of flying has certainly faced such difficulties – and eventually opted for the plane anyway. Given the widespread availability of flight search engines and the maturity of technology in the market, it is difficult to understand why similar technology is not being used for greener modes of transport.

European Green Cars Initiative

The [European Green Cars Initiative](#) was the EU flagship demonstration project in the field of electric mobility. It was launched as part of the European Economic Recovery Plan of 2008 with a generous financial envelope of €5 billion (€4 billion through European Investment Bank loans and €1 billion through support for research). In this context, it is also worth mentioning that the [Clean Vehicle Portal](#) contains, among other useful information, assessments of lifecycle costs of energy consumption and emissions of pollutants from vehicles on the market.

Global Navigation Satellite Systems

[Galileo](#) is a global navigation satellite system (GNSS) being developed by the EU. The Galileo system seeks to provide highly accurate and guaranteed positioning for all types of civilian applications, including transport use, and to increase the EU's independence in this field. The fully deployed system will consist of 30 satellites and the associated ground infrastructure. Galileo will deliver better signals in terms of power and band use than the Good Practices, but since both systems are interoperable, their associated use delivers increased benefits in accuracy and availability. Given the vast number of potential uses of the system, the EC released, in 2010, an [Action Plan on GNSS applications](#) detailing 24 measures for the 2010-2013 period.

CONCLUSIONS- The added value of Interregional cooperation on Sustainable transport

This section has summarised the main policies, instruments, and initiatives in the transport sector. A word of caution is needed as boundaries are not always easy to draw, nor necessarily meaningful (for example, financial mechanisms can often be considered policies on their own). A point that stands out from this exercise is the comprehensiveness of existing EU transport policies, which cover a very wide range of domains.

However, there is a gap between very ambitious goals and targets as set by long-term strategies and the specific actions put forward and eventually implemented on the ground. Some areas, such as those of clean vehicles and fuels and urban transport infrastructure have advanced at a good pace, while other areas such as the railway reform and intermodality have, in comparison, lagged behind. This perhaps mirrors the inherent challenges and barriers that must be overcome in each of those sectors, but it is not always easy to understand the priorities of the EC and why some areas receive considerably more attention than others.

Lastly, it seems that the abundance of financial mechanisms could be curtailed so as to facilitate access to funding and reduce the associated administrative burdens. There are probably not many advantages to having such a large number, except the fact that some initiatives have managed to create communities of highly diligent and dedicated professionals. Networks of expertise with a flavour of team spirit are indeed difficult to establish and must be nurtured.

In this general context, the INTERREG Programme has an important position, focusing on regional and cross-border cooperation. Among the Myriad of European financial instruments and initiatives, INTERREG has a very clear and specific mission: spreading knowledge and improving regional development through mutual exchange. This role has a very important impact. It facilitates the diffusion and adoption of innovation and of efficient solutions across Europe increasing the average level of experience in European Regions. This role has been played in different contexts and disciplines, and attaining homogeneity throughout Europe in the transportation systems remains an important target.

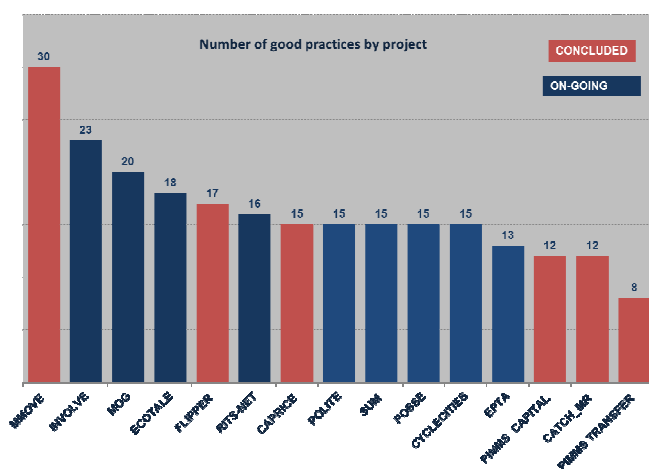
3. Analysis

This chapter presents the main findings of the capitalisation exercise, divided into four Sections:

- 3.1 Summaries of the project analysis
- 3.2 Selected Good Practices and recommendations
- 3.3 Cross analysis by theme / Topic
- 3.4 Core questions

The Project Assessment Files in Annexe 3 contain the full analysis carried out for each project and their Good Practices. In Section 3.1, a summary of each project analysis is presented, and then 15 of them were selected as being good examples in terms of innovation and/or transferability. They are reported in Section 3.2 and are highlighted in boxes in the project analysis (Section 3.1). At the end of Section 3.2, some general and tailored recommendations are provided for the capitalisation of these selected exemplary Good Practices.

Section 3.3 presents a cross-analysis of Good Practices by thematic area and Topic, and Section 3.4 provides answers and recommendations concerning some of the core questions raised at the programme level. Specific recommendations are provided for individual projects, drawing attention to important practices/ policies.



The analysis is based on a total of 244 Good Practices (94 for the concluded projects and 150 so far identified by the ongoing projects), distributed among the 15 projects as shown in the figure.

3.1 Project summaries

In this Section, the 15 project analyses are summarised. For full details see Annexe 1 – Cluster Fact Sheet, Annexe 2 – Cluster Map and Annexe 3 – Project Assessment Files.

3.1.1 CATCH-MR

Cooperative approaches to transport challenges in Metropolitan Regions

3.1.1.1 Objective

The project objective was to improve the competitiveness and the quality of life in metropolitan Regions. The partners exchanged and sought to adapt passenger transport solutions with the objective of reducing transport needs without impairing mobility and increasing the share of environmentally friendly transport.

3.1.1.2 Main good practices

The Good Practices outlined by the project placed a special emphasis on simplifying administrative requirements in order to minimise the regional 'frontier effects'. The integration of public transport into metropolitan area systems has the benefit of introducing specific transport policies that address issues like accessibility (modal shift improvement) and user satisfaction, which can be drivers promoting sustainability in transport. As for the concepts, ideas or activities themselves, the Good Practices presented are not thematically innovative, although some of them do use a non-traditional approach to the problem, which represents an added value.

It should be mentioned that, among these Good Practices, the ones related to joint transport and land use planning do provide some interesting and meaningful examples. They demonstrate how difficult problems can be addressed and how the situation can be improved, even if their transferability is not immediate.

The Gothenburg Good Practice example of a 'Participative approach in [the] Gothenburg region' is a significant example for showcasing. This Good Practice developed by the CATCH_MR project

employs an informal planning/organisational participative approach, which is distinctive. This Good Practice is a means for implementing a legitimate and accepted long-term vision for innovation in regional transport systems. By developing a consensual and integrated vision shared by all the stakeholders regarding environmental, economic, and social issues, the planning and decision-making process can be simplified at the regional level.

One of the Good Practices presented (Toll Ring: Road user charging in Oslo / Akershus) concerns road user charging and introduces a 'pay-per-use' metered service concept. It means that the costs of the road infrastructures and other externalities are covered (at least in part) not by general taxation but according to the use of these infrastructures (in this case paying a fee every time you access the Oslo road ring). This represents a modern trend within EU transport policy. To fast track transferring this knowledge, this Good Practice should provide information about stakeholders' roles, include opinion polls and should also carry out an assessment of the financial aspects involved. In particular, it should give details of the externalities to be considered (e.g. emissions mitigation, accidents and energy savings), the financing schemes, and the generated income. The Oslo experience is one of the very few experiences in Europe concerned with access pricing, road pricing, and congestion charging. A substantial amount of research has been produced on this Topic. To be more effective in terms of knowledge transfer and to go beyond being mere descriptions of an experience, a comprehensive description of the different aspects of the implementation of such a scheme would be required.

There are two Good Practices promoting intermodality that reveal potential for transferability: 'The Ideal Intermodal Node – Guidebook on Intermodality in [the] Gothenburg Region' and 'Facilitating Access to Public Transport – Flexible Approach to Park&Ride Strategies in Budapest'. Of course, the design solutions are linked to the specific local situations, but the project did attempt to generalise the approach. The Gothenburg Good Practice 'The Ideal Intermodal Node' describes how an intermodal node/interchange can be designed taking account of all the relevant aspects, especially the most important factor (the traveller). The case of Budapest reveals how a Park&Ride can be a tool for providing better access to public transport in areas where local feeder services are more expensive.

Finally, it should be added that [the project](#) produced policy recommendations, along with recommended actions and practical examples that could serve as useful tools for capitalisation.

3.1.1.3 Relevance of the topics addressed

Public transport and urban planning in metropolitan regions is a challenge. In effect, urban sprawl and changes in urban density are decisive factors in whether public transport and other alternatives to the private car are going to be viable. Low demand for public transport in low-density areas, on the other hand, naturally leads to higher costs and this, given the financial constraints, leads to service reductions, which consequently induce a lower use of public transport worsening the quality of life and producing social exclusion.

The usual solution is to use private cars, which leads to traffic jams, as well as to energy and environmental problems. To break this vicious cycle, effective cooperation between urban and transport planners, decision-makers (local, regional, and national level), and private developers is imperative in public transport planning and urban development. Consequently, the Topic can be considered of high relevance for European policies, but it is often difficult to go beyond the theory to deliver the proposed solutions. Too many constraints exist in the real urban environment, mainly stemming from different economic interests and cultural barriers and resistance from different sources. As an example of the numerous barriers, we can mention factors such as the traditional divisions within the different departments of municipalities, the actions of economic lobbies principally interested in the 'growth' of cities, the traditional attitude of addressing transport planning concerns only after urban planning, and the low level of interactions between these different stakeholders. Energy and environmental issues are among the main constraints to transport policy design. Achieving energy-efficient transport and reducing greenhouse gas emissions are challenges for the transport sector. These problems are most evident in urban environments such as metropolitan areas. The CATCH_MR explores the efforts made to tackle the major problems of transport in urban areas.

3.1.1.4 Transferability, drivers, and barriers

Most of the presented Good Practices cannot be considered as being easily transferable since they are dependent on specific local conditions and require an in-depth transferability analysis. The most easily transferable practices are those related to encouraging the use of public and shared transport.

Multi-layered governance integrating planning of urban, transport, energy, and environmental issues is a sound basis for the smart development of metropolitan areas. The integration of urban and public transport planning varies widely across Europe. There are two main strategies for this integration: bottom-up and top-down. One of the barriers that may affect the capitalisation of the Good Practices related to urban and transport planning is the lack of ministerial involvement at the national level. The

Good Practices of the project are more oriented to local and regional borders, and the development of stronger ties with the national level could be a driver to expand the capitalisation potential. The right level of national involvement will empower local or regional transport development.

Other significant barriers to the adoption of integrated planning strategies include cultural resistance, the inertia of several players as well as multiple organisational constraints. However, it is not easy to testify to the results of these policies since they often take a long-time to produce verifiable outputs.

Moreover, an effective involvement of private developers, private mobility associations, and stakeholders will improve the integration of urban and public transport planning. The Good Practices should stress and justify the importance of private sector engagement.

The main driver is the need to improve transport systems in metropolitan regions. This important need is well understood by policymakers, especially with regard to the efficiency of the transport system and environmentally sound solutions. An important driver for the implementation of long-term planning policies is the ability to define ways of overcoming the resistance from policymakers and politicians in the short term.

3.1.2 CAPRICE

Capital Regions Integrating Collective transport for increased energy Efficiency

3.1.2.1 Objective

CAPRICE aims to make mobility in urban and metropolitan areas more sustainable, safer, integrated, accessible to all, and health-friendly, working in an integrated way on several thematic areas:

- ✓ the organisation and financing of public transport;
- ✓ the tendering and contracting of passenger transport services;
- ✓ sustainable energy and the implementation of clean vehicles in public transport;
- ✓ integrated passenger information;
- ✓ integrated ticketing;
- ✓ public transport planning for integrated services of an improved quality;
- ✓ accessibility for people with special needs.

3.1.2.2 Main good practices

The CAPRICE project took account of several dimensions of the transport system (including infrastructure, modal and fare integration, accessibility) with a special attention to 'frontier-effects' and met with remarkable success transferring some of the identified Good Practices.

The most important achievements of the projects can be seen in the area of public transport, as shown by the issues addressed in the following Good Practices.

The Berlin/Brandenburg (VBB) and Warsaw (ZTM) regions worked on launching a common passenger information website. The next step envisaged within the project is to create an integrated train and public transport ticket valid in both capitals. These practices could have a significant transferability potential for mobility among different regions (especially in different states).

'The integrated public transport model in Berlin and Paris' Good Practice (Integrated public transport systems of Berlin and Paris) can be considered as an exemplary initiative for other regional capitals. This model is a successful example of Good Practice transfer between metropolitan regions. It demonstrates how cooperation between authorities can be realised through knowledge transfer in relation to public transport service contracting. The Paris transport authority (RATP) draft contract was adapted and transferred to others authorities.

The cooperation between Paris, Berlin, and Warsaw is a good example of transferability, and a report on its implementation including a good overview of all the considered aspects has been made available. Thanks to this initial experience, the partners extended their cooperation to other issues: marketing, customer information, fare systems, revenue sharing and cooperation with long-distance rail services.

In the same field, the transfer of tendering and contracting procedures for public transport to Warsaw can be considered significant and rather original with regard to the adoption of a new strategy designed to manage the transition from a completely publicly managed public transport system to a mixed-scheme which includes private operators.

Another important Topic was the production of urban mobility plans. The Good Practice of the Paris Ile-de-France region is a good example for a systematic approach to defining the needs, targets, and plans integrating a whole range of mobility modes and related issues.

With regard to low-emission vehicles, CAPRICE reported a significant practice involving hydrogen fuelled vehicles, but the potential of transferability is limited since these technologies represent market

niches with high prices. They are only currently in a very early stage of development and not therefore widely applicable.

The project paid special attention to passengers with reduced mobility. Some examples from the Paris Ile-de-France region and Berlin-Brandenburg reveal some practices that include measures, such as facilitating MP3 guides for visually impaired passengers so as to make public transport more accessible to everyone. CAPRICE produced 'A Decision Maker's Guide' to help public transport authorities improve their transport systems. This Guide stresses eight steps for promoting an integrated policy, enabling better services to be provided by transport authorities, and for each step, some policy recommendations are provided.

3.1.2.3 Relevance of the topics addressed

The focus of the CAPRICE project was mainly on the overall organisation of public transport in capital cities and regions and therefore addressed mainly metropolitan areas and themes. The approach used was comprehensive, covering almost all the problems related to the effectiveness of public transport: accessibility, quality, management procedures, planning, and energy/environmental impacts.

3.1.2.4 Transferability, drivers, and barriers

With regard to the preparation of a SUMP, the transferability of the Good Practices presented by the project is mainly theoretical. For instance, the SUMP developed for the Ile-de-France is significant both in terms of its approach and the range of mobility issues considered.

All the aspects related to contracting and tendering have a higher potential of transferability (as shown by the project). However, there are specific barriers involved owing to the legal/legislative specifications of the contracts and tenders. In this respect, the Warsaw model could be of interest to those regions looking to shift the management of public transport from a totally state-owned one to a more balanced model considering private initiatives (for example, in the new Members States coming from Eastern Europe).

The transferability potential of the interregional travel planner, like the one implemented in the Warsaw metropolitan region can be found mainly in the concept itself and in the adopted methodology. In fact, its implementation is based on market products and solutions that can vary over time and depend on the location.

Broadly speaking, it can be inferred that the project findings were essentially focused on large urban areas that represent the main targets for any potential transfer actions and where the main stakeholders are the policymakers, the public transport operators, and the authorities.

The political will to improve the quality of the public transport system and the need to have a more efficient public transport structure in the Regions are the main drivers. The most important barriers can be found in the complexity of the processes involved in managing certain themes, such as the SUMP, or the large and differentiated tendering processes and the financial resources required.

3.1.3 MMOVE

MOBILITY MANAGEMENT OVER EUROPE

3.1.3.1 Objective

The project focused on improving the effectiveness of sustainable mobility policies implemented by local authorities in small and medium-sized cities in Europe, even when broad geographical and cultural differences existed between them. Another main objective was to increase the level of awareness among regional policymakers on the importance of adopting integrated and innovative mobility management solutions. As the project targeted small and medium cities, the focus of attention was on demand management and low-cost interventions aimed at changing public perceptions of sustainable mobility and citizens' mobility behaviour. The project developed a significant number of feasibility studies for the transfer of some of the identified Good Practices.

3.1.3.2 Main good practices

Most of the Good Practices presented focus on mobility management and sustainable transport awareness campaigns. Some of the Good Practices addressed focus on supporting public transport, with a special emphasis on 'non-conventional' services (like cycling and walking).

The Good Practice 'Quality Bus Partnership – Brighton & Hove – UK' is a good example of an improvement plan, resulting in a fully-integrated, comprehensive, bus network, requiring the coordination among the different partners, with respect to their investments, and planning capacities, but which does provide significant results.

A Good Practice that could be highlighted for encouraging the use of public and shared transport is the 'tram extension: the former tram line' in Ulm (DE). This Good Practice is a good example for the transfer of planning methodologies used in the implementation and extension of a tram line to another region without a tram/ tram train system. It represents an infrastructural project to improve public transport by enhancing an existing trunk line.

Other interesting Good Practices in terms of transferability include the car sharing project in Ulm (car2go) since it is based on a practical scheme. In fact, the car sharing service that started in Ulm is now present in several cities. A barrier to the transferability of this Good Practice is related to the size of the city: it is not suitable for medium-sized cities since the service requires the availability of a large car pool that would not be supported by the lower demand.

If we consider 'mobility management', the collection of Good Practices presented refers to very different actions - both infrastructural (cycling network, pedestrian areas) and behavioural (home-work and home-school travel plans, cycling, and walking) - dedicated to traffic management (blue area, bollards, traffic light priority). None of these is truly innovative, and the majority of them relate to very common strategies that are widely applied in traffic engineering. The point of interest lies in the fact that these Good Practices have been applied in small and medium-sized cities where the first steps to regulate traffic are being taken. Their degree of transferability is high in terms of concepts and techniques, but they need a complex design and need to be tailored to the local context.

The experience of Reggio Emilia with electric vehicles is well-known as a pioneering experience and is a very good example of how a medium-sized city can exploit the use of electrical vehicles. The scheme can be replicated and transferred to other cities.

The experience of the Marche Region 'Roadway accessible to blind people' is significant as an example of how increasing accessibility is not only dependant on infrastructure, but can also be pursued through 'soft measures' like personal assistance concepts that show a high potential for transfer to other regions.

Lastly, with regard to awareness and marketing campaigns, the project outlines a wide variety of Good Practices, most of them relating to different ways of promoting a culture of a more rational mobility and modifying citizens' mobility behaviour.

Some of the Good Practices are quite original, such as the 'JourneyOn marketing campaigns' due to their wide spectrum of integrated actions, or the Good Practice 'Bus12 card' which also implies a significant investment by the Municipality and reaches a large number of citizens, or the two Good Practices in Sweden related to linking cycling to work with health concerns and finding new ways of promoting cycling. All of these schemes and Good Practices are easily transferable since they do not require particular pre-requisites, even though they must be adapted to the local cultural and practical context. The real problem is that the outcomes and the benefits of these kinds of measures are often very hard to monitor because they act mainly on cultural traits and future attitudes.

MMOVE produced a 'Moveability Guide' which includes the final summary and the technical findings of the project. This tool presents the results of the project and the Good Practices acquired from the feasibility studies and the main recommendations about the critical success factors for transferability. Another interesting outcome of the project is a 'mobility management toolbox' designed to address the basic issues of mobility management based on theory, Good Practices, evaluation, and implementation as well as a step-by-step guide on how to implement the Good Practices (more details at <http://mobilitytoolbox.eu/>).

3.1.3.3 Relevance of the topics addressed

The project addressed several different Topics with different relevance and potential impact. The most important fact, however, is that the entire project focused on small and medium-sized cities. They represent a priority in mobility-related EU policies due to their large number in Europe and the number of inhabitants involved. Additionally, the mobility solutions adopted by these cities are not always in line with the state-of-the-art, and the quality and quantity of public transport is often not sufficient to satisfy the real needs. In this context, the policies adopted were neither particularly innovative nor advanced in themselves, but their innovative component lies in the fact that they are applied in environments where their application is not always expected and obvious. This could be an incentive to other small and medium-sized cities to adopt the same path. Almost all of the Good Practices presented here could be useful for the target environment of small and medium-sized European cities.

3.1.3.4 Transferability, drivers, and barriers

The transferability of a significant number of the analysed Good Practices is quite high since they concern mobility management practices and promotional campaigns. It is easy to replicate these formats in the local context, even if a careful analysis of the local conditions and cultural milieu is required. Some of the proposed formats are very common and practically identical all over Europe

(such as mobility management in schools and workplaces, awareness campaigns, etc.) but even the most innovative approaches can be generally be replicated after being tailored. Of course, the most complex and integrated initiatives require the availability of financial and human resources, and this can represent a barrier. Another important barrier is lack of attention to mobility problems from policymakers. In small and medium-sized cities these issues are not often perceived as being critical for decision-makers. Furthermore, the lack of skilled personnel to carry out such actions as proposed by the project can hinder the process.

While it is often not easy to measure the outcomes of these actions, the visibility that some of them can give policymakers and stakeholders and the limited risk they present are drivers, which can act as a catalyst.

3.1.4 FLIPPER

Transport Services and ICT platform for Eco-Mobility in urban and rural European areas

3.1.4.1 Objective

The FLIPPER project addresses a key factor of eco-sustainable and competitive development and social cohesion in European areas and regions, namely through investigation, experience exchange, transferral of Good Practices, and profitable cooperation on Demand Responsive Transport (DRT) in relation to mobility in cities, rural areas, and small towns.

3.1.4.2 Main good practices

All the Good Practices are related to the same DRT Topic with different levels of transferability, importance, and potential impact. Arranged by country, these are:

ITALY - Experiences in the Borgo Panigale and Budrio municipalities, Bologna (New services: colBUS and 'just-in-time' bus and driver model) and Florence Metropolitan Area (Proposal: keeping the school service a conventional one, with fixed routes and timetables, and transformed into an on-demand service).

AUSTRIA - Alpine Rural, Defereggental Valley: DRT for an alpine rural region as a feeder service to the existing PT services, filling the spatial and temporal gaps of the operations. 'GmoaBus' is an example of application of low-cost DRT in low-demand areas.

GREECE – Experiences of the Kastoria Municipality, County of Langadasm and Volos Municipality: DRT, either operated by taxis, with booking system or by minibuses, in rural areas, or a transport solution for people with disabilities.

SPAIN – Experience in Formentera: study to update a new model of public transport with the implementation of 'voice intercoms' at selected bus stops, maximising the flexibility of transport services.

PORTUGAL – Experience in the Municipality of Almada: a new service, called Flexi BUS System, based on fixed routes with detours on request (called 'pick-ups' or 'antennas'), pre-determined schedules, passenger drop-offs on request, and picking up of passengers at previously designated meeting points.

IRELAND – Experience at South Tipperary: testing a new service called 'Ring a Link travel', to improve access to health services for residents in the Slieveardagh area.

Through the course of all these case studies, FLIPPER has developed some important methodological tools, namely:

- A self-evaluation questionnaire for politicians and other subjects to evaluate the knowledge about DRT. It is useful as a tool to increase awareness among politicians and other decision-makers on the theme of DRT and for capturing their interest by clarifying the various aspects of the problem.
- A methodology for benchmarking the flexible services has been adopted and the different feasibility studies and pilot projects have been cross-evaluated according to this methodology. It can equally be used to evaluate any kind of DRT service.
- Guidelines to plan and design the DRT, to carry out tenders and to optimise the service. It is a good example of how a generalisation effort can produce useful methodological tools that can be used to analyse the local situation and to design the service. This can be a suitable aspect for capitalisation.
- Analysis of the regulatory framework for DRT in the different project states. Of course, this analysis only takes account of the regulatory framework in the partner states, but even this gives a clear indication of the problems faced and the solutions that can be adopted.

3.1.4.3 Relevance of the topics addressed

The problem of public transport in low-demand areas has been widely debated and has always been considered critical. In fact, if the use of public transport is supposed to have advantages from an environmental perspective, the costs related to a good quality service are often high. The economic viability and convenience of these services often represent the key factors for evaluating their possible implementation. In this respect, the economic evaluation of the service is of great importance, and this Topic has been addressed by the project in a limited manner. The benchmarking methodologies used in one of the project reports take into account many interesting factors, giving a clear view of the methodology, but the economic dimension of the services is almost always neglected (only considering the revenues). The relationship between costs and quality of the service is a very important factor when deciding to set up a similar service.

Notwithstanding these considerations and the widely held belief that DRT will always be limited by economic factors and will continue to be only of marginal relevance to 'major public transport', we believe that they can represent (as testified by many current applications) a good response for low-demand or specific applications. DRT techniques have found further application not only in low-demand areas, but also for special user categories (e.g., the elderly, the physically impaired) or particular situations of public transport service (night services in small or even in large towns) which can constitute, for instance, a key force in social cohesion.

Of course, the ability to exploit this role is closely linked to the proper use of these techniques and to the ability to correctly identify the needs and the solutions. The project outcomes can provide genuine support to the preliminary work and be a useful tool for public administrations when evaluating the possibility of adopting a DRT solution.

The Topics addressed and the Good Practices identified can be important for European regional development policy, particularly in relation to the following issues:

- ✓ Improvement of public transport in low-demand areas;
- ✓ Social inclusion;
- ✓ Development of rural areas;
- ✓ Accessibility to the elderly / physically disabled/ visually impaired individuals.

3.1.4.4 Transferability, drivers, and barriers

Most of these Good Practices are transferable, particularly those related to DRT models and their possible application in different environments. This is very clear from the examples provided within the project (the different case studies) where different regions have found different solutions to the same need for providing public transport services in low-demand areas. The transferability can be supported by the documentation developed by the project and especially the documents on design guidelines, the legal framework, and the benchmarking. Even the '[Policy tool](#)' developed can represent a useful method for increasing the awareness among policymakers and decision-makers.

The target of the transfer actions can be both Local Administrations (generally those in charge of public transport planning and management, which may differ from region to region and state to state) and public transport companies. Many regions and cities could benefit since almost all the local bodies have to deal with similar problems and needs.

The main driver is the need to provide transport services to special categories of users or in specific low-demand areas. Particularly suitable situations are low-demand areas where there is a regular transport line service that can be replaced by a DRT, or new residential areas that are to be provided with public transport, or rural areas where different kinds of special transport services can be integrated into a DRT scheme by optimising resources. The potential audience is large, even if the effective application must be carefully evaluated.

The most significant barrier is economic convenience and the sustainability of the service, meaning that a careful design must be carried out to analyse the most suitable service scheme, technology, and the economic viability. This analysis must also take account of the general social costs related to the use of public/private modes of transport in these situations.

Another important issue is choice of technology for the various implementation solutions. The case studies developed within the project used different technological solutions; they can be acquired on the market, but these solutions are subject to obsolescence.

3.1.5 PIMMS TRANSFER

Transferring actions in sustainable mobility for European regions

3.1.5.1 Objective

PIMMS TRANSFER extended and promoted the 'transfer methodology' developed in PIMMS (project funded under INTERREG IIIC), especially devoted to overcoming the barriers to mobility management. The aim was to limit the use of private cars (especially in the new Member States - pushed by the development of infrastructures through the use of structural funds) promoting the widespread adoption of mobility management techniques.

The project focused on three key themes typically addresses by mobility management:

- ✓ Policy and integration;
- ✓ Travel plans – schools;
- ✓ Public engagement, training, and soft interventions.

3.1.5.2 Main good practices

The project has identified eight Good Practices and delivered two guidebooks/transfer manuals.

The Good Practice 'Design and management of interchanges - London' is a good example of interchange policy, but it is also of particular interest because it includes a manual of guidelines for implementing and managing interchange, which contains a methodology for evaluating the quality of existing and proposed interchanges. It would be useful to benchmark this knowledge.

The cycling measures, in particular the 'Treviso Bike sharing scheme', which outlines an integrated set of measures to promote cycling, may be an example of unlocking the potential of the use of bicycles in a medium-sized city.

The Good Practice 'TREVISOSTA electronic parking system' in Treviso is quite an innovative application of an on-road parking management system, which is going to be successful in the market but whose diffusion is at the moment restricted. For this reason, it could be interesting as an innovation, even though the costs of implementation may constitute a barrier for transfer.

The Good Practice 'Accessibility in public areas for impaired people' in Graz (Austria) improves accessibility to public areas for mobility-reduced/visually impaired individuals. The city of Graz has set up barrier-free areas and tactile surfaces in public spaces and toilets, at crossings and traffic lights, on pavements, and at public transport stops. The measures presented are a good example of the issue of social integration, which is of vital importance to the EU's transport policy. For this reason, its transfer potential is important.

Finally, the Good Practice 'The Better Bankside and Cambridge Science Park Travel Plan' in East Anglia (UK) consists of several different integrated initiatives (mobility facilities, information, events, discounts, gadgets, etc.) for private companies, including small ones. The complete range of measures introduced in this travel plan - focusing on cycling and walking – represent a comprehensive & complementary package of different promotional actions also associated with modes of transport offering the user a series of benefits, which contribute to the reduction of car use.

Lastly, PIMMS offers policy recommendations aimed at increasing sustainable mobility by promoting and transferring effective mobility management techniques to local and regional decision-makers.

3.1.5.3 Relevance of the topics addressed

The project's networking and awareness raising activities were targeted at policymakers and other important decision makers and included a diversified set of actions (study tours, guidelines, workshops etc.) on a limited but significant set of Good Practices. They in turn address a limited number of thematic areas, mainly linked to mobility management and are mainly addressed with a view to changing travellers' attitudes and behaviour and to providing alternative modes of transport for achieving more rational modal choices and, to consequently altering the dominant modal share. A clear example of this approach is seen in 'The Better Bankside and Cambridge Science Park Travel Plan'.

The cases presented and the Topics addressed can be considered quite relevant as tools that can be used by urban and mobility planners, together with other kinds of interventions implemented to improve the general mobility framework.

The importance of these actions can be perceived more clearly if we consider the fact that they contribute to modifying citizens' approach to mobility and to lastingly changing their mobility attitudes and habits (especially for younger generations). We can consider this as a long-term investment in line with the European policy aimed at achieving a cultural/behavioural change towards more sustainable mobility models.

3.1.5.4 Transferability, drivers, and barriers

We must underline that the transferability of some of the Good Practices selected is constrained by specific local characteristics. Some of the Good practices require conditions that may hinder transferral (as in the case of Water transport). Moreover, some others mainly address large cities

(interchange, handling of transport, and traffic associated with major sporting events) and are of interest as examples of method, meaning that the practical transferability is subject to a complex analysis and design work starting from an analysis of the local conditions.

Similarly, Good Practices or policies such as the 'Better Bankside Travel Plan', 'Walking bus to school', 'Cycling measures in Treviso' or 'Trevisosta', can be easily transferred, even if they still need, be it to different extents, to be tailored.

We can say that the project has collected some Good Practices with significant transferability potential.

The barriers are different from one case to the next. As previously stated, some of them are accessible mainly to large cities, sometimes entailing significant investments (Interchange) or complicated management (large events). They do however respond to real and pressing needs of large cities to limit the effect of traffic, acting as an immediate catalyst.

In other cases (parking management), the barriers include the degree of innovation and the cost of the system, but an important driver is the significant income recovery resulting from the application of these technologies and the improvement of the traffic conditions in particularly critical areas.

If we finally consider the mobility management actions, we can note that, as usual, their degree of transferability is quite high: the formats are quite easily replicable, even if adaptation to local conditions is needed. Of course the more complex and integrated the scheme, the more they require both economic and human resources to be adequately implemented. This could represent a barrier to transfer. But there are important drivers too: they are relatively easy to implement compared with other much more relevant policies since they very rarely generate conflicts and social resistance. Moreover, they can also appeal to numerous people and can give political visibility with only moderate efforts and complications. For this reason they can be easily proposed and accepted.

3.1.6 PIMMS CAPITAL

Capitalising on Partner Initiatives in Mobility Management

3.1.6.1 Objective

This project was the 'capitalisation' stage of two similarly named preceding projects – i.e., PIMMS and PIMMS TRANSFER. The project has been extended to a significant number of regions. It aims at stimulating a modal shift towards more sustainable forms of transport by increasing the implementation of high quality mobility management techniques and policies in European regions. With a view to spreading the practice of mobility management actions, the project stresses the need to remove the barriers (mainly cultural and organisational) that are often encountered.

3.1.6.2 Main good practices

Mobility management can play a role in the overall structure of mobility and public transport if it is integrated within an overarching framework designed to develop a rational integration of the different modes of transport and techniques aimed at providing more efficient response to mobility needs and at promoting better mobility. In this project, some of the other selected Good Practices should be noted as examples with specific transferability potential:

The 'regional Transport, Mobility Management and Spatial Planning – Stockholm' practice is a significant successful example of a cooperative approach designed to link different (technical and financial) visions and to integrate the concepts of sustainability into the planning sphere. This integration of land-use with transport planning is now widely recognised among the experts as one of the main tools to ensure a balanced development between urban areas and environmental preservation, but it also represents a real methodological revolution for the large majority of regions and administrative bodies, since it is difficult to achieve for many internal and external reasons. The methodological significance of this Good Practice is high.

The example of the West Midlands (Integrated Transport Strategy) is of interest on account of its degree of integration and comprehensiveness. Several aspects of an effective integrated transport system design have been considered, with particular attention focused on environmental and social issues.

The 'Worcester Sustainable Travel Demonstration Town (STT)' is a Good Practice that demonstrates interesting results in an integrated approach to mobility designed to promote the use of public transport without banning the use of private cars.

The Treviso (Italy) Good Practice 'Integrated fares: technological investments on automatic ticketing' reports on the value of an electronic ticketing system that can be integrated into the urban and inter-urban public transport network. An innovative aspect is the way it is integrated into the passenger

information system. The integration of fares, multi-modal use and travel information is one of the key means of facilitating the use of public transport and fostering intermodality.

Another Good Practice in Treviso, named 'Safe Roads', is a notable example of an action being targeted at young people and aimed at improving their safety. It is a mix of different interventions, all of which obtained very good results, and is, for this reason, a good model that is easily replicable in other regions.

Finally, the Good Practice developed in the Stockholm 'regional Platform for Mobility Management', which consists of a regional platform for cooperation and interaction regarding mobility management is an important tool for obtaining results and has a potential for being transferred to other regions. This Good Practice shows how extensive cooperation among different players coupled with an efficient coordination by a public body can lead to good results in spreading Mobility Management practices.

The project has produced a 'regional Action Plan' for each partner. This strategic plan addresses the steps that will be taken by the project partners for importing the Good Practices.

The project also developed a 'Manifesto for Mobility Management', which aims at helping policymakers to gain a coherent vision and to provide a framework for others to adopt a mobility management philosophy.

3.1.6.3 Relevance of the topics addressed

Mobility management is a concept aimed at promoting sustainable transport and managing the demand for car use by changing travellers' attitudes and behaviour and is an important aspect in the organisation of a city or region's transport system. The integration of different modes of transport according to their specific characteristics contributes to the development and implementation of measures designed to promote the rational use of the transport system.

Mobility Management works mainly by changing travellers' attitudes and behaviour and by providing alternative modes of transport to achieve more rational modal choices and, consequently, to change the dominant modal share. Mobility Management measures generally do not require large investments because most of them are associated with the organisation and coordination of services, promotional activities, and other similar initiatives.

In terms of relevance, we can note that Mobility Management as a specific practice is currently, after a period of great popularity, no longer the centre of attention of experts and practitioners. But most of the techniques once classified under the 'Mobility Management' label have nevertheless been included in the 'toolbox' of traffic engineers and mobility planners. Additionally, we must consider that these actions contribute to modifying citizens' attitudes to mobility, and this modification (especially for the younger generations) is the most valuable guarantee for long-lasting - if not immediate - results. For this reason, we think that mobility management actions can be considered as a relevant Topic, in line with the European policy of achieving a cultural/behavioural change towards more sustainable mobility models.

3.1.6.4 Transferability, drivers, and barriers

Most of the identified Good Practices show a high level of transferability. In fact, as stated previously, these kinds of actions are not investment intensive and do not meet particular resistance from citizens or other stakeholders, since they are generally based on offering additional options and leveraging persuasion and appeal. Sometimes significant actions (as shown by the project) can be carried out even with limited economic resources - because the human factor is the most important.

The transferability of mobility management policies depends on cooperation among different stakeholders. In addition, the involvement of the private sector in the development of mobility management policies is essential and is one of the major drivers of the project. This difficulty is also often perceived as a barrier and requires managerial and relational capabilities to be overcome.

The limited availability of skilled resources, able to design and manage these initiatives, can be a significant barrier in smaller cities or regions.

Additionally, there is often a lack of attention by mobility planners and by engineers to these types of actions, which are considered to be of minor importance and impact, revealing a significant cultural barrier. This mistrust is deepened by the difficulty in measuring and evaluating, in a short period of time, the results of the majority of the mobility management actions.

Raising policymakers' awareness of the potential of mobility management and the role it could play in urban mobility policies could be a good driver for their improved use.

Some notes about the drivers behind mobility actions: An important driver is simply the ease with which such policies can be implemented compared to other much more impacting policies since they very rarely generate conflicts and social resistance. Moreover, they can appeal to numerous

stakeholders and can give political visibility with moderate efforts and complications. For this reason they can be easily proposed and accepted.

There are different considerations related to spatial and transport planning integration; the added value of transferring the concept is considerable, but, of course, the real transferability is heavily limited by a wide variety of parameters, namely cultural, organisational and economic. However, the relevance of the Topic is so high that this issue must be promoted and supported.

Finally, the example of the integrated ticketing system in Treviso is not so easily transferable because it is based on a technological solution that entails significant barriers, such as a complex analysis and design, and a long implementation procedure that requires significant economic resources. The main driver for decision-makers (and the important added value brought by these solutions) is its wide capacity for integration into different public transport networks and different services.

3.1.7 EPTA

European model for Public Transport Authority

3.1.7.1 Objective

The EPTA project aims to improve regions' governance capacity in the area of public transport by defining a general model for a public transport authority applicable to other local contexts and realities. It aims to achieve this through the analysis of the different Good Practices that can be transferred, tailored and adopted for the successful setting up or reorganisation of these authorities.

3.1.7.2 Main good practices

The Good Practices have been classified according to the seven key activities of a public transport authority. Since the EPTA Project mainly focuses on the public transport authority, the large majority of the Good Practices could be classified as 'regional Transport Authority' Topics. But, in this case, as a specific classification has been adopted by the Project, this is one that will be used.

- ✓ **REGULATION:** eight Good Practices have so far been identified for this activity. They are mainly related to the how the existing PTA was established (their general and regulatory framework) and include examples of public transport authorities' different structures and roles. Some specific initiatives carried out by the Thessaloniki public transport authorities for reserved lanes for buses and school transport have been reported, but they seem to specifically focus on the local reality and aim at aligning it with the most advanced realities.
- ✓ **PLANNING:** nine Good Practices have so far been identified for this activity. They present different experiences of public transport planning, ranging from the periodical updating of the planning of PT services to meet the users' requirements to the planning of demand-responsive transport in rural areas. This last Good Practice is very close to the themes already analysed in FLIPPER and under analysis in the MOG project. Parking and public transport planning are the Topics of the other Good Practices, which concern very specific realities. The experience of the Scottish Transport Appraisal Guidance (STAG) provides a comprehensive source of advice on all aspects of the transport planning process, from the earliest stages of transport planning through appraisal and implementation to ex-post evaluation, and which could be very useful for any future capitalisation.
- ✓ **TENDER/AWARD PROCESS:** three Good Practices have been classified under this activity. They all deal with tendering processes and procedures for non-conventional public transport services, mainly in low-density areas. This specific focus does not take account of the important tendering problem of public transport services in large urban areas, which is much more significant.
- ✓ **INTEGRATION:** six Good Practices have been identified for this activity, mainly focusing on integration and intermodality through e-ticketing systems and presenting some experiences based on technological solutions applied to the specific transport situation. This Topic has been tackled by other projects and is going to be a common practice all over Europe, driven by the availability of technical products and by the need to integrate different mobility operators throughout the territory.
- ✓ **PROMOTION** with its five identified Good Practices, this activity includes some Good Practices of communicating with users in different ways, including online multimodal trip planners, and real-time travel information systems to provide information and improve the use of public transport. The technology used, which can be found on the market, makes up the backbone of this last kind of

application solutions. Specific Good Practices demonstrate the implementation of an important public transport infrastructure within an urban development plan.

- ✓ **MANAGEMENT:** only one Good Practice concerns the management of a modified public transport contract.
- ✓ **CONTROL:** this activity includes three Good Practices all centred on public transport service control. They outline the methodology used to control and evaluate activities and services carried out by operators for defined contracts. This area seems to be homogeneous and can potentially provide useful information on a Topic closely related to the effectiveness of the service and the use of public resources.

3.1.7.3 Relevance of the topics addressed

If we consider the concept of sustainable mobility as a whole, the Topic of public transport authorities is certainly a niche issue, especially since it is not directly related to mobility itself, but more generally to 'the process used to promote mobility, and particularly the use of public transport on the territory. Despite the quite abstract nature of the topics addressed, they could be of high relevance for a large number of European Regions. In fact, the challenge of achieving a more efficient and effective management (in the broadest sense) of the whole public transport process is going to be increasingly central for Public Administrations. They have to deal with increasing costs and with an increasingly diversified demand. Moreover, and even more importantly, they have to cope with the European legislations and rules for public services, competition, and tendering in these sectors.

An increase in the efficiency and effectiveness of the processes could be extremely useful to many public transport authorities in delivering better quality services or decreasing the required economic resources. But an even more important outcome could be a standardisation across Europe of the methodologies for managing all public transport services delivery processes, especially tendering and contractual aspects. This could also contribute to a more open and competitive market in the sector and to overcoming barriers across Europe.

The potential users of the project's outcomes (if they turn out to be significant and transferable) are mainly the PTAs in charge of planning and regulating public transport or the public administrations themselves.

3.1.7.4 Transferability, drivers, and barriers

The most important object of study for capitalisation is not the Good Practices identified, but the model itself; i.e., the sharing and integration of the Good Practices collected.

For the identified Good Practices, we should focus on the key elements related to the intrinsic functions of PTAs (planning, tendering, management, and control of contracts) and which provide information about the legislative framework, the organisation, the relationships with the political bodies and the operators, the operational procedures, the required skills, and so on. The feasibility study could also be a specific point from which to address this Topic and to test the developed scheme and methodology. All these findings should be included in the Position Paper and in the Guideline Paper (the two general documents have their source from the transferability analysis and other project reports).

The barriers to transferability can vary and be more or less significant depending on the local context. They include:

- ✓ Differences in the legal framework;
- ✓ Economic constraints and availability of resources;
- ✓ Structure of the public transport operators in the market;
- ✓ Local transport demand and level of services provided (related to the geographical and socio-economic situation);
- ✓ Pricing strategies;
- ✓ Other Topics can be more difficult to model, such as:
 - Political choices;
 - Relationships between the Local Administrations and the operators (mainly the incumbents);
 - Relationship with trade unions and workers;
 - Citizens' cultural attitudes toward public transport.

Better economies and services can be achieved by improving of the capacity of the public transport authorities. The drivers are therefore linked to the importance that public transport has.

3.1.8 SUM

Sustainable Urban Mobility

3.1.8.1 Objective

The SUM Project aims to promote the implementation of local/regional policies regarding sustainable urban mobility, while simultaneously trying to minimise three serious problems: CO₂ emissions causing the greenhouse effect, fossil fuel dependency, which puts us in a situation of high economic and political instability, and the pollution of cities, which leads to serious consequences for citizens' health and quality of life. SUM has two main objectives: to promote, among citizens, more sustainable urban mobility guidelines and to enable a gradual replacement in European cities of traditional vehicles in favour of electric vehicles and other clean modes of transport. Besides electric mobility, the project also focuses on biofuels and other sustainable modes, such as cycling and walking.

3.1.8.2 Main good practices

In the first project year, SUM mainly addressed the electric mobility Topic. At the time of writing the partners are analysing the Good Practices related to biofuel.

The following five Good Practices related to the electric mobility Topic have been identified so far:

- ✓ The 'Milton Keynes to trial wireless charging for electric buses' (UK/Milton Keynes): this Good Practice is an innovative approach to charging electric buses that allows wireless charging during the day, which means that, for the first time, electric buses will be capable of the equivalent load of a diesel bus. This Good Practice is quite easily transferable as it is based on an off-the-shelf solution, but its applicability to a specific situation has to be carefully evaluated (type of service, type of buses, operational conditions, energy consumption, etc.). Implementation and operating costs must be considered as well. That is why a 'transferability manual' should be developed in order to evaluate its potential applicability in different environments.
- ✓ The 'MOBI2GRID': The Good Practice explores the interoperability between two countries (Portugal and Spain). Interoperability is a very important issue for electric mobility, since it is critical that no limitations for charging are experienced by the electric vehicle (EV) user. In this context, this Good Practice has considerable significance, since it deals with aspects that are very important for the development of electric mobility and could have a wide application all over Europe. This practice comes from an INTERREG III project that was readopted for this project.
- ✓ 'CESPA' (Murcia/SP): The experience focuses on the use of electric vehicles for environmental services in municipalities. This is a niche where electric vehicles could be applied with success. Many similar activities have been developed across Europe in the past 15 years.
- ✓ 'Implementation of an Electric Vehicle charging network' (Algarve/PT): This Good Practice includes a national initiative for promoting electric mobility. Alongside other countries in Europe, Portugal has developed a nationwide electric vehicle charging station network that is already operational. The Municipality of Faro should give a local presentation of the experience so as to share information on the opportunities/difficulties and success factors.
- ✓ 'E-Mobility' (Malmo/SE): The campaign 'E-mobility' Malmö is a project that the energy company E.ON is running in cooperation with the City of Malmö and with the support from the Swedish Energy Agency. The project aims at gaining knowledge about electric vehicles, and collecting much needed information about driving styles through a Good Practice-based tracking system, with a view to promoting electric vehicle use by citizens. This Good Practice is interesting because it seeks to promote the acceptance of electric vehicles by the public and is a good example of cooperation between public and private sectors.

3.1.8.3 Relevance of the topics addressed

The Good Practices range from very 'high-level' Topics, ranging from the problem of electric mobility corridors and cross-border interoperability or the electric grids for EV charging, to very specific Topics like the use of EVs in company fleets or the installation of new EV charging points (even when integrated into the grid or based on wireless connection technology).

The first type of Good Practices could be successfully disseminated thereby contributing to the development of a European-wide standardised approach, given that this field is quickly progressing thanks to the contribution of the major players involved in European energy production and distribution.

The use of inductive (wireless) charging technologies for electric buses is an important example of solutions that can increase the use of EVs in the public transport sector. If properly assessed in terms of technology and application, this Good Practice could represent a transferable and wide-appealing solution for dissemination.

3.1.8.4 Transferability, drivers, and barriers

Given the nature of the selected Good Practices, their transferability is very different.

Wireless charging for electric buses has a high degree of transferability and benefits from an important driver, i.e. the possibility of using electric buses for long public transport services, thereby overcoming the limitation of the vehicles' autonomy. The important barrier is related to the costs of these solutions.

At the same time, the E-mobility programme in Malmö could be an easily transferable initiative since it mainly consists of a promotional initiative, but it does need to involve the cooperation of several players.

The Mobi2grid and the Mobi.e programmes are quite ambitious programmes where replication implies a very high level of coordination among the different entities and players, significant economic resources, and a large-scale approach. For these reasons, their transferability is hindered by quite a number of practical barriers such as economic availability, political engagement towards these kind of initiatives, organisational complexity, risk, lack of technological standards, etc.

3.1.9 INVOLVE

Involving the private sector in Mobility Management

3.1.9.1 Objective

INVOLVE aims to stimulate a modal shift towards more sustainable forms of travel to and in business areas of European regions, namely by improving cooperation between the public and private sector (managers, employees, and other stakeholders). The project seeks to provide tools and Good Practices for local and regional authorities designed to foster cooperation with the private sector, with a view to reducing transport problems in areas where private operators are concentrated (business areas, industrial areas, activity centres, etc.). The project focuses on the different forms of cooperation that can be set up among companies, institutions, and public bodies, with the joint target of making the employees' and citizens' modal choice more rational and improving the modal split in favour of public modes of transport. The focus of the project is, for this reason, spread over very different themes, all of which have the cooperation between public and private as the same common underlying element.

3.1.9.2 Main good practices

Given the high number of Good Practices proposed by each partner and analysed here, we have presented the comments by Topic, highlighting the more significant Good Practices in terms of innovation and transferability.

- ✓ **TRANSPORT AND LAND USE PLANNING:** Involvement of the private sector in urban planning (Prague) and the UK (West Midlands) experience concerning adding land value for transport improvements are two very interesting Good Practices where transport planning is associated with land occupation and the private building sector and where transport authorities or companies ensure accessibility during the new projects and the mobility of the residents.
- ✓ **REGIONAL TRANSPORT AUTHORITIES:** The cooperation between transport authorities and centres of traffic attraction/generation with the objective of promoting the use of public transport is a Good Practice that can easily be transferred.
- ✓ **FINANCING PUBLIC TRANSPORT:** The three Good Practices applied in Spain (Madrid) are examples of public transport financing, either through co-financing the construction of metro or train stations or through sponsoring the names of Metro stations. Two other Good Practices are examples of public-private partnership: Lithuania (Klaipeda) where a long-term contract lays out cooperation between public authority and private companies, financial obligations, and reliable services; and in the Netherlands (Roermond) through a public-private partnership in mobility management.
- ✓ **ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT:** there is a much diversified set of Good Practices on this Topic, where the primary objective is to encourage the use of public transport: including proposals for the free use of public transport, the creation of special discount shops for bus subscribers, a specific shuttle bus service for young people, and special services for travel from home to work or school. Alongside other practices, we can highlight the BHLS [Buses with High Level of Service] operating within a high-demand area /dense urban area using midibuses to transport people between medical centres and hospitals. A large part of the Good

Practices focus on 'buses', thus proving their versatility as an alternative, when promoting public transport without high costs.

- ✓ **MOBILITY MANAGEMENT:** The large majority of Good Practices are centred on the private sector involvement with mobility management. Thus, some Good Practices in this domain may be disseminated and transferable, with the necessary adaptation to the target region's context. Within the set of Good Practices related to reducing car use and increasing sustainable forms of transport, we can note some good examples: 'Mobility Management in Industrial Site Hoechst' (Frankfurt, Hessen, Germany); the 'Mobility manager training scheme by IVM Rhein Main' (Frankfurt); 'Transport Plans for enterprises in new urban developments' (Madrid); 'Mobility Management in newly developed areas' (Goteborg, Sweden); 'Sharing workspaces' (Maastricht, South Limburg State); 'Smarter Travel Work Places' (Dublin) and 'The Mobility Agent' (Rotterdam, Amsterdam, etc)
- ✓ **ITS – INTELLIGENT TRANSPORT SYSTEMS:** Two examples of ITS used in mobility management provide parking information over smart phones (Dublin and all Swiss cities), thereby subsequently reducing traffic on inner city roads by decreasing the number of cars searching for a parking space. The third example comes from the Vodafone company where employees receive a mobility budget and where they can not only choose their mode of transport, but they can also decide to work in alternative ways at home or elsewhere by also having the possibility to select the equipment they want to use, such as the type of laptop and mobile phone.
- ✓ **ACCESSIBLE TRANSPORT:** The door-to-door accessible transport for disabled people in the West Midlands, which enables people to keep their independence by providing access to food shopping, leisure, and social activities, is an example of a very Good Practice that can be transferable. The methodology used to identify the legal framework for operating demand-responsive transport in some projects is easily adaptable to other kinds of transport and mobility services.
- ✓ **ENCOURAGING LOW-EMISSION TRANSPORTS:** There are four types of Good Practices that encourage low-emission transports and the use of public transport:
 - 1) the leasing of battery electric vehicles (Reggio Emilia Municipality);
 - 2) encouraging cycling - through a network plan (BICIPLAN), the use of a bicycle when commuting to school (BIKETRAIN), or a public bike system accessible to private site managers;
 - 3) promoting pedestrian mobility through installing road signs addressed at pedestrian traffic; an integrated public transport information and way-finding system passengers and pedestrians in Birmingham City Centre' offering discounts for shoppers who paid for their parking, encouraging the use of car parks and walking within the city centre; and finally
 - 4) the building of bus terminals by shopping mall investors.
- ✓ **SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS:** Five good examples of Good Practices aimed at promoting the use of public transport are easily transferable, although some of them are not particularly innovative: walking to school; targeted campaigns in order to raise young peoples' awareness of public transport; cultural initiatives located on-board and at bus stops; promoting public transport on weekends (Saturday is for trams, buses and metro, Sunday is for trains and railways).

The majority of the Good Practices concern, in some way, the thematic areas of mobility management and the promotion of public and shared transport. The spectrum of applications considered is very broad, as the common factor is not the field of application, but the fact that all of the selected Good Practices involve some kind of public-private cooperation.

This project has identified some interesting Good Practices (even if the list is not yet complete since the project is still in progress) a deeper transferability analysis of which could lead to significant results with regard to their capitalisation. Some of them use quite innovative approaches that not only take account of the type of travel, but also try to reduce employees' mobility needs.

3.1.9.3 Relevance of the topics addressed

The entire project, as we have just seen, is based on a common element - the cooperation between public bodies and private organisations with a view to improving the mobility system. It represents a comprehensive overview of different forms of cooperation, and it is very interesting as a sort of 'directory' of examples. Moreover, the reported Good Practices are quite different from each other in terms of their innovativeness, potential impact, or interest for other regions.

We must bear in mind that one of the targets of the project is to involve the largest possible number of decision-makers and policymakers in the awareness-raising process, necessary to ensure the effectiveness of the involvement process. In this respect, we must consider the project's aim to involve stakeholders by demonstrating the effectiveness of smart solutions as relevant, which can help promote the dissemination of the Good Practices.

3.1.9.4 Transferability, drivers, and barriers

Given the large number of Good Practices and policies outlined, the drivers and barriers are significantly diversified and, at this point, only some general comments can be made.

A mobility management practice implies a need for far-reaching actions that can change attitudes and behaviours. This fact represents a barrier to their application, since often only an economic rationale between costs and benefits is perceived. The adoption and implementation of an effective plan of mobility management actions requires the cooperation between several players and a strong political will. Policymakers and stakeholders need to be better informed about the benefits and mechanisms of mobility management techniques.

The drivers are not so apparent apart from the general need to improve the state of mobility or to solve some specific local situations. Therefore, incentives must be given, and actions such as the ones undertaken by this project make sense and their widespread use should be encouraged.

3.1.10 POLITE

Policy Learning in Information Technologies for Public Transport Enhancement

3.1.10.1 Objective

POLITE addresses the theme of info-mobility and Intelligent Transport Systems (ITS), with the specific objectives of:

- ✓ promoting co-modality and intermodality through the use of ITS, thus leading to more sustainable mobility.
- ✓ promoting a wider deployment of ITS in European Regions and harmonising ITS standards and solutions adopted by different cities, metropolitan areas, regions, and countries as part of a process to develop common EU ITS standards.
- ✓ providing public administrations with the knowledge and skills concerning ITS tools and solutions that need to be promoted.

The project mainly addresses the area of Public Transport with different kinds of applications, providing travellers with adequate and complete information on the available modal and route choices.

3.1.10.2 Main good practices

The currently selected 54 Good Practices (the report on the initial Good Practice search is dated January 2013) have been classified into 10 types:

1. Public transport legislation and regulation;
2. Reorganisation of Public transport operations into a multimodal network;
3. Cooperation among administrations;
4. ITS technical standardisation for interoperability;
5. Infrastructure measures;
6. Innovative ICT for public transport
7. Modelling tools and measures;
8. Public transport and traffic management measures;
9. Public transport information measures
10. Advanced public transport ticketing

The project as a whole focuses on ITS applications for mobility. Most of the identified Good Practices are based on the application of different kinds of intelligent mobility systems.

The most represented applications are those related to info-mobility, smart ticketing, and integrated traffic monitoring. The majority of the Good Practices selected are technological applications, based on products or technologies available on the market, but which have been significantly tailored and adapted. Some of them can also be considered as innovative; for example, the use of floating car data to monitor the state of the traffic is still quite limited in a real environment (see Good Practice 'Torino BP') and the complex integration planned to be undertaken in the Good Practices 'Muoversi' and GIM are innovative as well. Moreover, another interesting application can be seen in the 'SmartSantander' Good Practice, which offers a detailed and integrated set of information and promotes its widespread use among users.

3.1.10.3 Relevance of the topics addressed

The aspects addressed the most in the project are ticketing systems, travel planners, and traveller information systems. These represent important Topics since they allow for a more rational use of modes of transport, shorten travel time, improve the quality of trips, and enhance intermodality. For these reason, the Topic must be considered relevant for improving the state of mobility in different regions.

The implementation of similar systems relies on ITS technologies and is strictly dependent on the market availability of commercial solutions. European-wide standardisation of these systems is very important, and the project can offer an additional opportunity in this respect as well.

3.1.10.4 Transferability, drivers, and barriers

The project is at an early stage and therefore clear capitalisation opportunities need to be defined. Site implementation plans will be developed during 2014 and will inform policymakers, support the case for funding, and provide the necessary details for the implementation of the selected Good Practices in real environments.

Given that some of the selected Good Practices are quite innovative and should they produce good results, they could constitute interesting showcases for capitalisation.

The general barriers to these kinds of systems are the lack of knowledge, among stakeholders, of the potential of ITS applications and of the awareness of the kinds of problems they can help solve. Moreover, the analysis, design, and management of such systems require professional skills, which cannot always be found in the public administration. Lastly, they often require significant economic resources.

The first main driver is the general high level attention to the use of these kind of solutions because technology always has a certain appeal. A second important driver might be the economic convenience which is often related to the adoption of ITS; but this aspect is often hidden and is not quick to present itself, so careful attention should be paid by the project to this aspect.

3.1.11 RITS-NET

Regions for Intelligent Transport Solutions Network

3.1.11.1 Objective

The aim of RITS-Net is to make European regions familiar with Intelligent Transport System (ITS) solutions and applications which can help solve regional transport problems. While local ITS implementation already exists in cities that are more technologically advanced, these applications can be very diverse and are generally not interoperable when the transport activities spread out across the different administrative urban boundaries. By integrating the ITS components into an integrated regional mobility plan, regions can improve their transport policies by enhancing their role as coordinators of local actions and ensuring that the local ITS applications are in line with the ITS country plans, as required by the ITS Directive.

3.1.11.2 Main good practices

As for other ongoing projects, the Good Practices presented by each partner are still under evaluation. The Good Practices cover many different thematic areas and having the use of ITS as a unifying element.

TOPIC 1-TRANSPORT AND LAND USE PLANNING:

- ✓ 'Public Transport Modelling System' (Vidzeme/Latvia). This Good Practice describes an integrated software environment for a multimodal public transit simulation based on the principles of geo-simulation. It is a new alternative for the research of urban transport planning systems, with the benefit that it is constructed with open source software. It is an innovative product for planning methodologies applied to evaluate accessibility state/municipal, and other services by using public transport. It is especially transferable at local governance level.

TOPIC 2-REGIONAL TRANSPORT AUTHORITIES:

- ✓ 'Traffic management' (South Dublin County Council) – is an advanced internet based closed-circuit television system that provides a reliable basis for traffic monitoring, helping to relieve congestion and increasing safety. Not a particularly innovative system, but it does contain transferable methodologies.
- ✓ 'Regional Good Practice in Traffic Management & Mobility (Central Macedonia Region, Greece)' - A well-integrated regional practice in management intelligent urban mobility in the Region of Thessaloniki Region (Greece). The interesting aspect of this project is the impressive number of public entities involved in the construction of the Intelligent Urban Mobility Centre, including the Norwegian Centre for Transport Research. It is not an innovative system in terms of content, but its cooperative dimension certainly is, which means there are possible transferable methodologies.
- ✓ 'Traffic management and mobility' (Pleven/Bulgaria) - An innovative approach to traffic management and its relationship with public demand, which needs to be evaluated at the end of project. It includes potentially transferable innovative procedures for traffic management and certainly some methodologies for mobility management.

- ✓ 'Development Centre Litija' (Latvia) - An innovative approach linking tourism/mobility management, which is used in a mobile application of an e-tourist guide with GPS guidance to each attraction. The Web Touristic Portal is not particularly innovative aspect but is fully transferable.
- ✓ 'Traffic Management and Mobility Presentation' (Development Centre Litija, Latvia) - Traffic and mobility management with automation processes implemented by the modern Control Traffic Centre of Ljubljana. Possibly, new methodologies in mobility system management that could be transferable.

TOPIC 5-MOBILITY MANAGEMENT:

- ✓ 'Using vehicle data to monitor traffic flow' in Riga (Latvia) - This Good Practice describes an alternative way to provide real-time information about traffic flows to improve traffic management. It is an innovative tool for collecting information on traffic flows, but still needs time for it to prove itself and to determine whether the advantages are transferable.

TOPIC 6-ITS – INTELLIGENT TRANSPORT SYSTEMS:

One good example of 'ITS for Traffic Management and Mobility' in the Marche Region (Italy). This Good Practice describes a diversified set of local measures designed to achieve more sustainable mobility. The ITS measures should support a real synergy between modes of transport through modal and fare integration. It would appear that there are no particularly innovative products or processes, but there are certainly specific methodologies which may be transferable and worthwhile;

- ✓ 'Emergency and incident management' (South Dublin Country Council/ Regione Marche/ Vidzeme/ Gipuzkoa/ ANATOLIKI SA/ Euroregion Pleven-Olt) – This set of Good Practices is centred on developing ITS to support emergency management and road accident service systems. Currently, there is no evidence of innovative outputs or processes. As of yet, there is no common methodology that would allow it to be further replicated by each of the partner or other regions.

TOPIC 9-SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS:

- ✓ 'Mobility solutions and sustainable transport in [the] Vidzeme region' (Latvia) - one example that shows how ITS can help the implementation of sustainable transport by linking tourism and eco-mobility. The methodology in this project is transferable to other regional planning processes.

3.1.11.3 Relevance of the topics addressed

ITS represent an important tool to achieve different targets: They can

- ✓ Improve the effectiveness of the transportation system;
- ✓ Achieve a better use of the available resources (public transport fleets, traffic lights, etc.);
- ✓ Provide high quality information to citizens in order to support the use of public transport and limit the impact of private car traffic on cities;
- ✓ Collect and analyse data to improve the planning potential of Regions and Public Administrations;
- ✓ Allow the integration of different modes of transport and improve intermodality;
- ✓ ITS are versatile systems that can be used in different environments and that can ensure good results at limited costs. Their availability on the market is growing fast and should be utilised to improve a better overall quality of the mobility system.

For all these reasons, the relevance of the Topic is high and the expectations of the Regions with regard to ITS are equally high.

3.1.11.4 Transferability, drivers and barriers

The potential transferability is high since ITS are by nature applicable in different environments and are based on market-available solutions - leading them to be transferred. Of course, all the new applications need to have a careful design that is able to adapt technological solutions to the local conditions and realities.

The main barriers to the adoption of ITS solutions are related to the need for qualified skills for analysing the needs, designing the application, and managing its implementation. These are specialised functions and skills that cannot always be found among Public Bodies and must be acquired on the market. The lack of specific knowledge on these kinds of solutions within the regions represents a limitation for their widespread use. It is important to disseminate knowledge not only at a technical level but also to match the needs with available tools that can be applied to solve a host of related problems.

Another important barrier is the need for economic resources. At this point in time, many regions lack the necessary funds to implement such systems. The ability to evaluate the economic balance of the investments and to quantify the benefits is very important and can turn this barrier into an important driver. In fact, in the vast majority of cases, investments in ITS may lead to higher benefits than costs.

An important driver is the appeal that technologies have for a large part of the population including policymakers. This fact can facilitate the implementation of significant applications.

3.1.12 MOG

Move on Green

3.1.12.1 Objective

The goal of the Move On Green project is to increase the effectiveness of regional development policies with regard to sustainable transport in rural areas. The adoption of sustainable transport schemes by European rural areas would, in the long term, have a significant positive impact on both the environment and on the social and economic conditions of rural territories. The project contributes to this by identifying existing Good Practices and policy recommendations aimed at establishing an environmentally, socially, and economically sustainable mobility system. A project focused on transport in rural areas has to take account of the fact that the demand is always low and often spread out over the territory and that the public transport system often only plays a very marginal role. The project aims at finding solutions to ensure public transport services for these areas, seeking to adopt innovative solutions that do not involve traditional public transport line services.

3.1.12.2 Main good practices

The collecting and analysing of the Good Practices is still in progress, and very limited information about the identified Good Practices has been provided (sometimes only the title). Nonetheless, we can say that MOG has clustered the Good Practices already available into six different areas:

- ✓ **COMBINATION OF DIFFERENT TYPES OF SERVICES FOR COST REDUCTION:** this area contains solutions to combine the transportation of persons and goods (including mail) and multi-services contact points for customers in rural areas. This kind of combination can be useful in low-demand areas where a regular transport service is provided, representing a means for optimisation, even if it requires specific organisational arrangements. The practices could be relevant for more sustainable mobility solutions, but their transfer to other regions is quite limited and restricted by several constraints.
- ✓ **CAR SHARING, CAR-POOLING AND OTHER 'SHARING' FORMULAS:** even if not always clearly apparent, this area mainly contains approaches using car-pooling often supported by web applications to match up the different commuters (people who will share the same journey in the car). Car-pooling in these kinds of environment can be much more effective if it is left to individual organisation, especially when the mobility needs are systematic, (i.e. for work or school.) The car sharing solution can be a useful way to share the travel costs when the mobility needs are not frequent and represent a rational way of using private cars. In any case, different models based on low-level technology (especially on cars), simplified reservation, and access to the car can be applied to also make it possible for such schemes to be adopted in relatively small villages. Some experiments are being conducted with car-sharing schemes that are not provided by professional operators, but rather are managed by the local community. These methods and schemes represent an innovative system of car sharing in low-demand areas and could have a broad impact in several situations and regional realities.
- ✓ **PROMOTION OF CYCLING: TRADITIONAL AND ELECTRIC:** different approaches using with bike sharing, mainly with electric bikes in rural areas, have been identified. No details are available at the moment. As is the case for car sharing, the application of these solutions is suitable in villages, and they do not require sophisticated technologies, but bicycles and racks require maintenance and assistance when on the move. Bike sharing also seems to have a tourist value which could ensure a relatively good rate of use.
- ✓ **ENERGY EFFICIENCY AND ENVIRONMENTALLY FRIENDLY ATTITUDES TOWARDS MOBILITY:** this area includes very different and specific initiatives linked to green mobility, like the use of electric mobility (charging stations in tourist areas), eco-driving courses, etc. All these initiatives have a largely localised value, limited impact, and seem to be based on widely available market solutions.
- ✓ **'DEDICATED' MOBILITY INITIATIVES: HEALTH/LEISURE/TOURISM:** a varied set of different applications of public transport systems are being developed, ranging from a 'Discobus' for young people on weekends (attempts have already failed in other places), to cultural tours or discounted tickets for special users and services for physically disabled individuals. To gain a clear view of the significance of each single Good Practice, a deeper assessment is needed, but we can already say that some of the practices are not only related to transport directly but also to political decisions to subsidise transport services. A careful analysis of the success factors may be

significant, not only in terms of quantitative impact but also in qualitative terms, and could therefore be transferable.

- ✓ **GOVERNANCE AND COORDINATION IN THE MOBILITY FIELD:** the identified Good Practices are related to the design of services in low-density areas and their optimisation, as well as to the promotion of intermodality and policies designed to support the use of public transport. The costs of the services and their low use in such areas represent the most important barrier to their adoption. That is why a careful transferability analysis must be carried out.
- ✓ **TRANSPORT ON DEMAND IN RURAL AREAS:** this area is related to on-demand transport with different modalities. This area is quite uniform in terms of criteria and could be of certain relevance in facing transport needs, using existing techniques specifically developed to meet this kind of demand. This Topic has already been addressed by other projects, so there could be benefits from cooperation and knowledge transfer.

3.1.12.3 Relevance of the topics addressed

Public transport in low-density rural areas is always very expensive and requires a high-level of subsidy from the Public Administration, especially when transport is provided using the traditional 'line and fixed schedule' methods. Moreover, these kinds of methods often do not match the needs and the approval of residents, so even when public transport is provided, it is scarce, thus worsening the economic balance. In addition to this, the environmental benefit of public transport in these situations is of course much lower than in higher-density areas and cities. Consequently, public transport in rural areas will in some cases be discontinued or limited to specific classes of users, such as school children, the physically disabled, and the elderly.

In these cases, the decision whether to provide public transport is mostly a political one, privileging aspects such as social inclusion, supporting weak social classes, integrating distinct territories and looking beyond a simple evaluation of economic convenience.

In addition to this, we must also bear in mind that the diffusion of the internet and of broadband web connections in these areas and the availability of an increasing number of services (both public and private) available on the web is also going to change individual's mobility needs, limiting the necessity to travel. This process is of course slow and linked to a generational change and dependant on an increasing level of IT knowledge and use among the population.

Given this scenario, the diffusion of alternative modes designed to limit the dependence on private cars and the availability of solutions designed to reduce the cost of public transport are important factors in making it possible to provide these kinds of services, especially in the current economic situation in many European countries.

Therefore, the Topics addressed and the identified and analysed Good Practices could be important for the European regional Development Policy, namely in the following areas:

- ✓ Social inclusion
- ✓ Development of rural areas
- ✓ Elderly people / disabled people
- ✓ Improvement of public transport in low-demand areas

3.1.12.4 Transferability, drivers, and barriers

Considering all the Good Practices identified by the Project so far, capitalisation could be carried out for issues regarding:

- ✓ Schemes for the use of car-sharing in low-demand areas;
- ✓ Integrated transport services (school, disabled people, goods, etc.) aimed at reducing management costs;
- ✓ Schemes and methodologies for DRT services in rural areas;
- ✓ Methods for optimising public transport in rural areas;

Capitalisation work carried out on these Topics must always bear in mind that the practical application is strictly related to the economic viability of the solutions, since the need for funding represents the most important barrier to the transferability of the techniques mentioned. Moreover, these schemes are largely affected by the local conditions, especially territorial, regulatory, and social factors, thus requiring careful feasibility analyses. Transferability is determined by aspects such as:

- ✓ The definition of the conditions under which the transfer of the selected Good Practices is possible, especially from an organisational perspective (for example, flexibility of personnel);
- ✓ The possibility of standardising criteria and methodologies for carrying out feasibility studies;
- ✓ The ability to determine the normative aspects, which can limit the implementation of services;
- ✓ The formalisation of a methodology for their economic evaluation.

The main driver is represented by the need to provide transport services to special categories of users or to particular low-demand areas, and the pressure these categories of people can exert at the political level. Another driver, which is mainly directed towards public transport companies currently providing services in rural areas, could be the availability of more economical solutions, compatible with the regulatory framework. As already mentioned, the most significant barrier is the economical convenience and sustainability of the envisaged solutions. This analysis must also take account of the general social costs related to the use of public/private modes of transport in these situations, even if this kind of analysis is often not straightforward. Another significant barrier can also be the cultural resistance of people to adopt mobility schemes that include the use of shared vehicles and try to persuade people to stop using their own car.

3.1.13 POSSE

Promotion Open Specification and Standards in Europe

3.1.13.1 Objective

The POSSE project aims to facilitate the exchange and sharing of knowledge and experience on the development, implementation, and maintenance of open specifications and standards for ITS and traffic management systems. The strategic objective is to demonstrate how open specifications and standards for ITS systems and services can support the cost-effective delivery of the EU's various policy objectives, particularly those relating to the environment. The operational objective of the project is to develop ITS implementation plans, focused on open specification and standards in Europe, which will set out how to deliver efficient and cost-effective tools and approaches for the management of urban transport networks to meet local, national, and EU transport policy objectives.

The main outputs of the project will be: Good Practice guidelines for the benefit of the project partners and other interested cities and regions; Implementation Plans for all cities and regions within POSSE, setting out how they will seek to implement or further develop open specifications and standards; and a wider exchange of knowledge across Europe.

3.1.13.2 Main good practices

The POSSE project is currently developing a 'Good Practice Guide' by combining Urban Traffic Management & Control with Open Traffic Systems City Association (OCA) approaches to open specifications and standards. The aim of POSSE is not just to share information about open standards, but also to provide guidance to public authorities about all the phases of the ITS implementation process.

The Good Practice Guide will provide information on the following points:

- ✓ How to proceed - within the constraints of public procurement – with system modernisation / system re-design and procurement of a complex system in the traffic environment
- ✓ How to deal with a mixed vendor environment as a way for flexible adaptation
- ✓ How to set up organisational structures and procedures to enable stakeholders to work towards the same goal
- ✓ How to develop the technical specifications for a tender, without violating public procurement law; what procurement packages / lots are useful

In order to ensure that the guidelines are not too theoretical, they will be supported by case studies, which will show practical applications in specific contexts.

A limited number of Good Practices have been identified in this project so far. All of them focus on applying a methodology for the integration of different ITS mainly devoted to traffic management. These Good Practices concern different application environments, ranging from typical urban traffic management, to road management applications, and general transport management. The target is, of course, to demonstrate the successful application and effectiveness of open standards specification tools in different environments.

As mentioned, the general Topic is quite innovative and interesting: they outline a path to integrating different ITS in urban areas, providing the public bodies responsible with better and more efficient tools for carrying out their role.

3.1.13.3 Relevance of the topics addressed

City authorities, highways authorities, and universities from across Europe, and beyond, have joined the POSSE open ITS systems forum in order to learn more about open specifications and standards for ITS and to understand how they can benefit from the open systems approach adopted in the UK and Germany. The Topic of open standards in software is potentially very important since it can entail significant benefits, mainly to public administrations, and because it is currently in the spotlight. This concept can also be successfully applied in the mobility sphere, even if difficulties may arise, such as with market availability and support, development, and adoption of sufficiently broadly shared standards.

This software problem fits within a wider trend of standardising data representation methods and promotion of their widespread use in the mobility sphere, which is driven by the need for an exchange of information among different proprietary systems on a large geographical scale. Different approaches have been tried in this respect and standards have indeed been set. The project also takes account of this point by dealing with the specification process.

In any case, the overall problem is very complex; this project can help evaluate the effectiveness of the proposed approach in different environments.

3.1.13.4 Transferability, drivers, and barriers

Due to the intrinsic nature of open standards, the project must be easily transferable, and the case studies and implementation plans developed within the project will make for an interesting test bed.

There are important potential drivers for the adoption of open standards in software architectures for mobility applications: economic considerations, the re-usability of applications, flexibility in the choice of providers and in the mixing of different solutions and simplicity of use.

At the same time, there are several identifiable barriers: availability of tools and their diffusion; their maintenance and affordability; standardisation; lack of knowledge.

Demonstrating the effectiveness of approaches based on open standards is an important step towards the wider dissemination of these systems and techniques.

3.1.14 ECOTALE

External Costs of Transport and Land Equalisation

3.1.14.1 Objective

The ECOTALE project aims to integrate the traditional approach based on the 'economic' (or market-based) internalisation of external costs (i.e. pricing measures) by introducing criteria and policies for a wider internalisation approach, also considering land use and environmental planning. By means of disciplinary and inter-disciplinary approaches, ECOTALE promotes the exchange, sharing and transfer of policy experience, knowledge, and Good Practices in two fields:

- the internalisation of the external costs of transport
- planning and investment decisions based on the global transport cost, with regard to all the policy development phases – i.e., from understanding the problem, to implementing and improving the solution.

ECOTALE will develop and publish practical guidelines on strategies for internalising transport costs. These guidelines will be broad in scope and will include innovative approaches, with special focus on the relations between global transport costs and land use planning. Besides formulating policy recommendations, special efforts will be devoted to adapting the proposed methodologies and procedures to the various national/regional regulatory contexts, within a broad implementation-oriented approach.

3.1.14.2 Main good practices

So far, 36 selected Good Practices have been identified, and the project is still working to select the ones to be included in the analysis. The different solutions adopted, not only within the Project partners, but generally across Europe have been identified and studied, enabling us to say that the project has produced significant work on the state-of-the-art solutions in relation to the internalisation of external cost.

The intention is to select four or five Good Practices and use them to carry out a specific transferability analysis that can be applied to the various project partner regions and different realities. This includes defining an implementation plan for applying the solutions aimed at internalising external costs. The purpose is clearly to create the conditions for the adoption of these solutions as real policy practices. This work will be completed in the coming months.

In carrying out the transferability analysis, particular attention must be paid (and will be paid, depending on the Project's intentions) to the analysis of the legislative and local organisational framework, as it heavily influences the transferability of the identified Good Practices. Many issues are involved in this analysis (such as tax legislation, identification of vehicles, organisation of the Public Bodies and their competencies on transportation, etc.). The project aims to produce 'Guidelines for transferability for each of the restricted set of selected Good Practices'. It represents a remarkable outcome of the project and could be very useful, especially in such a complex area as transport policy.

3.1.14.3 Relevance of the topics addressed

The problem of internalising external transport costs is acknowledged as one of the most important in achieving a good balance within the modal shift. However, the difficulty in approaching this Topic and implementing effective policies is well known. Even if it is too early to carry out a transferability analysis of the results, we can say for sure that the Topics addressed by the project are very significant in terms of interest they can have for other regions and for Europe in general.

3.1.14.4 Transferability, drivers and barriers

At the moment, it is not possible to analyse in full the achievements of the project.

The barriers to the implementation of such techniques are considerable and varied.

At first, their implementation requires, in many cases, a very clear political commitment and the capacity to manage conflicts and to achieve social consensus. Additionally, in some instances, for example in order to define plans that incorporate these kinds of measures, they also require a strategic vision for the development of mobility in cities. Given these inherent difficulties, politicians and other stakeholders are

often reluctant to adopt these measures, particularly those that could ultimately be most effective in internalising external costs.

A second barrier is constituted, as referred above, by the different legislative and organisational frameworks, which limit transferability and require in-depth studies and analysis on the modes of implementation. The last barrier is related to the technical difficulty of most of these measures, which requires high-level skills.

All these factors explain why the application of methods, which have proved to be effective, (like congestion charge, area pricing, or taxes linked to the mileage driven) is still limited. Their potential benefits are sometimes difficult to identify and clearly show that resistance to changes is very strong. As a result, the drivers for this approach are often not as powerful as the barriers that need to be overcome.

3.1.15 CYCLE CITIES

European cities for integrating cycling within sustainable mobility management schemes

3.1.15.1 Objective

CYCLE CITIES aims to exchange and transfer Good Practice among European cities, as well as to build up knowledge capital supporting the integration of cycling into urban mobility management schemes with a view to improving traffic conditions and the urban environment. The project will focus on different Topics related to the use of bicycles as a mobility mode: land use planning, city mobility management strategies, citizen participation practices, and cycling architectural infrastructure.

3.1.15.2 Main good practices

At the moment, the partners are identifying and collecting the Good Practices. A questionnaire has been developed in order to identify the Good Practices among the eight project partners. This questionnaire will be evaluated by a panel of internal and external experts. Furthermore, a methodological guide has been produced in order to map the Good Practices on land-use planning and mobility management. The guide contains a list of the European Platform on Mobility Management (EPOMM) database cases on land use and transport planning. Other reference documents produced include a methodology for the organisation of interregional study visits and interregional workshops. The themes suggested for these interregional workshops, in which the selected Good Practices will be debated, are the following:

- ✓ Planning & Design of cycle infrastructure within the overall transport infrastructure;
- ✓ Cycling & Mobility management;
- ✓ Funding & Implementation procedures for cycling schemes;
- ✓ Implementation & Evaluation of cycling policies for sustainable mobility strategies;
- ✓ Intelligent Systems for cycling in mobility schemes;
- ✓ Institutional issues for cycling and mobility;
- ✓ Supportive Transport & Urban Planning policies for cycling.

In the methodological guide for organising the workshops, special importance is placed on the EU projects relevant to CYCLE CITIES. This could be a useful tool to exploit synergies among the projects.

By searching the EPOMM portal, it is possible to note that some of the partners have introduced Good Practices in the database. Examples that could be internalised into the project include the [‘Leipzig tripling the number of bicycle riders’](#) from the city of Leipzig and [‘Integrated mobility strategy for trade fairs’](#) in Genoa/Italy.

3.1.15.3 Relevance of the topics addressed

The Topics to be addressed are important for the sustainable transport theme. The project focuses on integrating cycling into urban mobility management schemes. The cycling and mobility management are core Topics for the sustainable transport agenda. The project has an integrated strategy for these Topics.

Cycling does not generate emissions and allows people to perform physical activity in their daily routines, can improve their health, and save them money. Nevertheless, the benefits of cycling cannot be realised without an integrated vision of mobility in the city/region, associated with the existence of physical infrastructures (bike lanes, signals, etc), promotion of the service and other facilities like racks, assistance, among others. For this reason, an integrated approach of cycling and mobility management should be performed in order to increase the success of these actions.

3.1.15.4 Transferability, drivers and barrier

Cycling is drawing practitioners’ and policymakers’ attention as an effective mobility mode, capable of substituting the use of cars for short to mid-distance journeys in urban environments. At the same time, bike-sharing systems are experiencing a moment of great popularity and their use is becoming more widespread, notwithstanding the fact that cycling systems are often expensive and are not cost-effective in terms of the overall economic balance. So there is no great need for drivers to draw the attention of decision-makers on this Topic, and significant barriers are not encountered.

But this attention is often only linked to ‘popular’ aspects; it is much more difficult to create the conditions required for including cycling naturally in the urban mobility framework. There is a need for infrastructures to ensure safety and for a real network of bike paths and, generally speaking, an integrated environment, which could allow the systematic use of bicycles.

In this respect, significant barriers could be encountered in the structure of our cities, which create significant constraints for these kinds of infrastructures, namely the need for economic resources and the low capacity for planning and designing these new mobility patterns. So it is very important to clearly demonstrate the relevance and the need for an integrated approach to cycling.

3.2 Selected good practices and recommendations

This Chapter provides details on the 15 Good Practices that were chosen for their transferability value. It identifies the Topic they cover, gives reasons to why they were selected as exemplary Good Practices and also provides tailored recommendations. At the end of this Chapter, some general recommendations are given with regard to the capitalisation of the selected Good Practices. For further details, a description of seven exemplary Good Practices is also explored in Annexe 4 – Exemplary Good Practices.

The selected Good Practices are resumed in the next table.

SELECTED GOOD PRACTICES	Main Characteristics
Flexible transport with low technology services in rural areas <i>Purbach, Austria – FLIPPER</i>	An eight-seat bus with a low floor can be ordered by calling the driver directly. It provides a door-to-door service.
Cross-border trip information planner <i>ZTM Warsaw, PL / VBB Berlin – CAPRICE</i>	Web based integrated door-to-door public transport trip planner, which has the unique feature of being integrated at the cross-border level (Berlin/Warsaw)
Accessibility for reduced mobility <i>Marche Region, IT – MMOVE</i>	Eliminates physical and sensorial obstacles that prevent access to disabled (visually impaired) individuals in municipality.
Innovative schemes for tendering and contracting public transport <i>ZTM Warsaw, PL – CAPRICE</i>	Public transport innovative tendering schemes involving private initiatives in transport services.
regional Transport, Mobility Management and Spatial Planning <i>Stockholm – SE – PIMMS CAPITAL</i>	Integrated approach linking land use and transport planning.
Option for a sustainable public transport - Tram Extension: tram line in Ulm/ Neu-Ulm <i>Reggio Emilia, IT – MMOVE</i>	Transfer to another region of the plans for an implemented tramway system and its extension feasibility study
Integration of fares <i>Treviso, IT - PIMMS CAPITAL</i>	New electronic travel card enabling users to travel by coach throughout the urban network, aimed at promoting the use of public transport and allowing more convenient and flexible travel.
Awareness campaigns <i>Brighton&Hove, UK – MMOVE</i>	Promoting softer/smarter travel choices by offering more sustainable and healthy travel options that will therefore deliver wider policy objectives in a cost-effective manner
Participative approach in the Gothenburg region <i>Gothenburg region, SE – CATCH_MR</i>	An approach to move from plan to process by introducing more sharing, transparency and flexibility into the planning process, with a view to achieving consensus and consistency over time.
The ideal intermodal node – Guidebook on intermodality in the Gothenburg region <i>Gothenburg Region, SE – CATCH_MR</i>	Looks at how an intermodal node/interchange can be designed, taking account of all relevant aspects.
Integrated public transport systems of Berlin and Paris <i>Berlin and Paris – CAPRICE</i>	The implementation of integrated public transport systems conducted in Berlin and Paris illustrates how the cooperation between authorities regarding public transport service contracting can be realised through knowledge transfer.
Quality Bus Partnership <i>Brighton & Hove – UK – MMOVE</i>	Fostering new and more efficient ways of moving through and interacting with the city/region by providing travellers with more flexible, convenient, and integrated travel options.
Integrated Transport Strategy <i>West Midlands County Region – UK – PIMMS CAPITAL</i>	Promoting public engagement and consultation, including the involvement of minority groups and disability groups, establishing governance arrangements with partnering authorities, developing integrated transport strategies.
Worcester Sustainable Travel Demonstration Town (STT) <i>Worcestershire County Council – UK – PIMMS CAPITAL</i>	Enhancing the efficiency of the transport network, capitalising on the development of sustainable infrastructure, improving transport services, and delivering intuitive smarter measure choices.
Local travel plan networks (Better Bankside & Cambridge Science Park) <i>Cambridge/London – UK – PIMMS TRANSFER</i>	A package of measures which aims to reduce the need to travel and encourages all those working in, living in and visiting Bankside, to select the most sustainable mode of transport for their journey to, from, and within the Bankside area.

For each selected Good Practice, the description and the reason why it was chosen as an exemplary Good Practice can be found below.

SELECTED GOOD PRACTICES	
Flexible transport with low technology services in rural areas	Topic 5 – Mobility Management
	Purbach, Austria - FLIPPER Good Practice #7
<p>DESCRIPTION Purbach is a small and relatively compact town (population of 2700) with rural surroundings located next to lake Neusiedl, an important recreational area for the surrounding regions, especially for the inhabitants of Vienna, with a travel distance of about 1 hour. Before the launch of the flexible transport system, which is called 'GmoaBus', there was no public transport available for trips within the town, as the regional bus line and the railway line serve only one stop. The GmoaBus is operated with a single eight seat bus with low floor and double-wing door. There is no taxi operator in the town. It can be ordered only by calling the driver directly and provides a door-to-door service from and to any addresses within the town. No dispatch centre or software is used. Operation times are Mondays to Fridays from 5 am to 9 pm and on Saturdays from 8 am to 12 am. There is no service on Sundays and public holidays.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY PRACTICE. An efficient public transport system is key to having economic sustainability and social welfare. Adapting the public transport offer to the demand requires a strategy to break private car-driving routines and promote quality public transport. This is the technique adopted by the on-demand services, which are quite widely used in semi-urban environments or during the night time in urban areas. They are based on the use of specific technologies to manage the service, which require investments and management costs. This Good Practice applies the on-demand techniques in a rural area with a very low-demand, using a very simple scheme without expensive technology. Being low-cost means it can provide wide accessibility for low-demand areas. There are many regions throughout Europe potentially interested in using this model. A noteworthy aspect is that the project has prepared design guidelines and a benchmarking tool for interested regions.</p> <p>This good practice places emphasis on the European priority of social inclusion/development of rural areas, especially in the regions where suburbanisation is an important barrier.</p> <p>This good practice may have to be adapted to some extent to be fully transferable to other regions, and it is important to have a specific design and local analysis assessment.</p> <p>The main driver is the need to provide transport services to special categories of users or to particular low-demand areas. Particularly favourable situations are low-demand areas where there is regular line service, which can be replaced by DRT, or a new neighbourhood to be provided with PT, or rural areas where different kinds of special transport services can be integrated into a DRT scheme, which optimises resources.</p> <p>The most significant barrier is the economic convenience and sustainability of the service, which means that careful design must always be carried out to analyse the most suitable service scheme, technology, and economic viability. This analysis should also take account of the general social costs related to the use of public/private modes of transport in these situations.</p> <p>Additional information about Flexible Transport: FLIPPER Project Virtual Library (http://www.flexibletransport.org/)</p>	
Cross-border trip information planners	Topic 4– Encouraging the use of public and shared transport
	ZTM Warsaw, PL / VBB Berlin – CAPRICE Good Practice #9
<p>DESCRIPTION The VBB travel planner, VBBFahrinfo, is an Internet-based public transport routing system, which can be used via a computer or mobile phone. It calculates the routes between two points in the Berlin-Brandenburg region. The travel planner covers the entire Berlin-Brandenburg area with its existing 41 transport operators and is available for free on the Internet (www.vbb-fahrinfo.de) and on mobile devices. One key output of the CAPRICE project is the development and implementation of a travel planner system for the Warsaw metropolitan region based on the exchange of experiences between the VBB travel planner and ZTM Warsaw. The door-to-door travel planner is a good example of integrating different modes of transport in regions through the use of a user-friendly technology).</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE Trip planners are currently quite well established (even if they are not being used to their full extent), and the current trend is to implement multi-modal integrated door-to-door trip planners.</p> <p>This Good Practice is related to an integrated door-to-door public transport trip planner, which has the unique feature of being integrated at the cross-border level. Cross-border trip planners are not common, owing to institutional, operational, and linguistic barriers. It could also be easily transferred to many border regions, where connections between the two Regions are frequent and integrated. This situation is quite common in many European areas. Moreover, many Regions now implement trip planners for their own transport network, so this technique could offer an additional significant feature to the travel management tools already adopted by many regions.</p>	

<p>The tool is web-based and uses off-the-shelf technologies, meaning that any transferability would need to be tailored. Nevertheless, it can be used as an interesting example for the development of trip planners. Web-based planners facilitate modal shift and are drivers that promote the use of intelligent systems (multimodal scheduling, information, online reservations, and smart ticketing).</p> <p>The most important driver of such an application is the fact that it often only requires the development of already existing tools, which are increasingly common among European regions, to adapt the transport offer according to the real mobility needs.</p> <p>The most important barrier is the need for coordination among the various transport authorities and operators involved. The integration of different systems to ensure data coherence and maintenance over time also constitutes a technical barrier.</p>	
Accessibility for reduced mobility	Topic 5 – Mobility Management
	Marche Region, IT – MMOVE Good Practice #19
<p>DESCRIPTION: The Municipality of San Benedetto del Tronto - aims at eliminating physical and sensorial obstacles that prevent access to disabled individuals by improving the use of signals that enable visually impaired individuals to decode the environment, safely and without error.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This practice is noteworthy since it addresses a Topic that is perfectly in line with EU priority issues (i.e. inclusivity).</p> <p>Regulators and operators should increase the number of initiatives aimed at promoting accessibility to reduced mobility travellers in their regions. These measures do not only imply costly infrastructures allowing the disabled to overcome physical barriers, but can also be ‘soft measures’ linked to personal assistance. Accessible information about transport systems and about the environment is fundamental for visually impaired travellers and represents a significant step forward in promoting accessibility to public services for this category of users. The necessary interventions are not so expensive and can be adopted quite easily.</p> <p>These practices therefore have a high potential for being transferred to other regions and a very broad potential application, since they address a common and widespread need.</p> <p>Of course, the specific implementation requires design work strictly related to the application environment. One important driver to attract additional demand (passengers) is to provide higher accessibility levels. Another important condition to ease the implementation is the presence, in the territory, of a representative and active association of visually impaired people that policymakers can work with.</p> <p>Barriers include the attitudes of the transport authorities responsible and the high cost involved, should infrastructure require adapting.</p>	
Innovative schemes for tendering and contracting public transport	Topic 2 – regional Transport Authorities
	ZTM Warsaw, PL – CAPRICE Good Practice #5
<p>DESCRIPTION As a form of outsourcing local bus transport services tendering has been developed in Warsaw since the early 1990s. The first idea was to ensure the growing needs for vehicles are correctly met in the fast developing Warsaw metropolitan area by involving private initiatives in the public transport service. Private companies were chosen during open and competitive tenders. New, high quality, low-floor buses have now become a mandatory precondition for the winner of any tender. And in parallel to the increase in quality and in number of new fleets, the services now enjoy lower costs as a result of the competition.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE Public transport in new Member States was traditionally operated by public companies according to traditional schemes, both in terms of operations and financing, where the modal share of public transport was generally ensured by a low use of private cars. Today the situation is completely different, and public transport in large towns reflects the same trends and problems as in the rest of Europe.</p> <p>This Good Practice is not innovative in principle, but the added-value lies in the way the transition can take place, from a transport system that is completely managed by public entities to a more diversified governance solution. Warsaw faced the problem of having to respond to the growing need for vehicles for the fast developing Warsaw metropolitan area. This problem was tackled by involving private initiatives. The solution applied was a tendering process to set up this new kind of service.</p> <p>This Good Practice can potentially be transferred to regions where the public transport is mainly in the public sector, And where there is a policy to transfer the services to a mixed public-private system.</p> <p>Terms of reference and procedures regarding tendering and implementation monitoring are important to facilitate the transferability of the good practice, and a list of procedures about tendering has been transferred from ZTM (Warsaw) to other CAPRICE partners.</p> <p>One of the challenges of implementation is the need to involve private entities in a predominantly publicly managed market.</p>	
regional Transport, Mobility	Topic 2 - regional Transport Authorities

Management and Spatial Planning	Stockholm - SE – PIMMS CAPITAL Good Practice #8
<p>DESCRIPTION All the authorities in a region responsible for transport, traffic, and/or land-use planning are involved in the integrated planning process. In an initial phase preceding the proposal of suitable measures, the future regional transport requirements are now analysed on a system level. Both the regional Development Plan, and the regional Infrastructure Investment Plan now includes mobility management to a certain extent.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE The integration of regional Transport, Mobility Management, and Spatial Planning in a cooperative approach is a way to link different (technical and financial) visions and to integrate the concept of sustainability into regional transport planning. This integration of land use and transport planning is now widely acknowledged among experts as one of the main tools to ensure a balanced development of urban areas and environmental protection. However, it does represent a real methodological revolution for the large majority of Regions and Administrative Bodies and has proved itself difficult to carry out for many internal and external reasons. Moreover, it requires constant work over long periods, which is often hindered by the frequent changes in the political set-up.</p> <p>In any case, it is a priority for Regional Administrations and the related planning Structures to better integrate the various aspects of urban planning (notably transport planning).</p> <p>Moreover, this practice requires the coordinated actions of several players, therefore their cooperation is essential, which means that initially shared objectives and visions must be fixed.</p> <p>This Good Practice represents a possible means to successfully pursuing this objective. Moreover, it is also an example of how the new mobility plans resulting from this new approach can take account of not only infrastructures as a means to respond to mobility needs, but also actions based on demand management.</p> <p>The Good Practice is related to a specific policy, which means that transferability involves the adoption of this policy by another Region, which could benefit from the example and the adopted mechanisms, but would need to adapt them to the local political and administrative reality and to the specific cultural context.</p>	
Option for a sustainable public transport - Tram Extension: tram line in Ulm/ Neu-Ulm	Topic 4 Encouraging the use of public and shared transport
	Reggio Emilia MMOVE Good Practice #9
<p>DESCRIPTION The twin city of Ulm/ Neu-Ulm once operated a large tram network. After world war II, this network was gradually replaced by bus routes. Only one single route has survived until today. It is remarkable noteworthy that this single route accounts for more than a third of the whole annual passenger load of all the routes. It is a fact that trams are more accepted by people than buses. The need for a sustainable long-term concept led to the building of a 5km tram extension in 2009. Both cities understand the need for good, reliable, and sustainable PT system, which is also required by the inhabitants and by the daily commuters.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This good practice shows the transfer of the plans for an implemented tramway system and its extension feasibility study to another region with no pre-existing tram/ tram train system. It represents an infrastructural development to improve public transport enhancing an existing trunk-line.</p> <p>Although not innovative in itself, the option for such a non-polluting, intermediate transport system, especially one that uses a partially existing (train) infrastructure, constitutes an added-value and comes under the EU (TEN-T and White Paper) priorities. The transfer of the project is currently encountering significant barriers, regarding cost and – in this case – the need for institutional cooperation among three levels of government. In addition, planning and implementation time has had to be protracted (up to 10 years).</p>	
Integration of fares	Topic 6 ITS – Intelligent Transport Systems
	Treviso, IT - PIMMS CAPITAL Good Practice #10
<p>DESCRIPTION ACTIVO is a new electronic travel card enabling users to travel by coach throughout the Eastern Veneto and Treviso urban network. The new electronic travel card adopted on the networks of the bus companies, ACTT and ACTIVO, promotes the use of public transport and allows for more convenient and flexible travel, thanks to the 'contact-less' technology that makes it possible to swipe the card at the card reader to obtain useful travel information. The ACTIVO card enables users to store several different travel tickets (for example a monthly ticket and a multi-ride ticket) and guarantees greater mobility and savings.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE The integration of fares, multi-modal use, and travel information is one of the key aspects used to facilitate the use of public transport and to foster intermodality. Promoting new technologies, like intelligent travel cards, allows for more convenient and flexible travel. This Good Practice is a good example of the use of Intelligent Transport Systems</p>	

applied to the intelligent management of transportation systems. The integration of travel information into a ticketing system is particularly original. However, these integrated ticketing systems should also seek to integrate services such as Park&Ride and other mobility modes including bike sharing and car sharing (which is not present in Treviso), given that there is a European trend to focus on this.

The Good Practice is equally important because, generally, these integrated ticketing systems are conceived for large cities. Therefore, this Good Practice demonstrates the effectiveness of the use of these techniques in small cities possessing a good public transport service.

The application is, of course, mainly based on technological solutions. The transferability implies long and complex groundwork involving specification, design and adaptation. But the market currently provides several solutions, and the Good Practice could be transferred to many other Regions with similar characteristics.

It is clear what the drivers are: these systems are efficient since they ensure a lower level of fare evasion, represent a significant quality improvement and can also be economically convenient.

The barriers are equally considerable: the implementation requires the cooperation of all the operators involved and the set-up of a complex and clear mechanism involving organisational changes for all parties involved; a specialised professional with very high technical skills is required to oversee the overall process; these systems are quite costly and usually require a step-by-step implementation over a long period.

Strong political will is necessary to ensure cooperation among all the different players affected by the changes and to coordinate their actions.

Awareness campaigns	Topic 9 - Sustainable Transport Awareness Campaigns
	Brighton&Hove, UK – MMOVE Good Practice # 27

DESCRIPTION The JourneyOn marketing campaign promotes sustainable transport and health messages in Brighton & Hove. The initiative promotes softer/smarter travel choices by offering more sustainable and healthy travel options that will therefore deliver wider policy objectives in a cost-effective manner. The project is delivered through many different media – website, events, and publicity campaigns – and is designed to engage people from a variety of backgrounds/communities. The JourneyOn campaign uses innovative promotional activities, online blogging competitions, and a series of large-scale free public events, alongside more traditional campaigns, such as billboards and radio adverts to reach the various audiences of the city. There is also a website – journeyon.co.uk – that offers real-time bus, traffic, and car parking information to citizens. The unique journey planner compares different travel modes across the city, comparing costs, carbon emissions. It integrates Google maps and a gradient feature and can help users to measure the amount of calories they would burn if they walked or cycled up one of the city’s hills.

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE Awareness/education campaigns are ‘soft measures’ that usually have a gradual influencing impact. They try to modify the attitudes of citizens towards mobility by promoting more sustainable behaviours (in line with the Transport White Paper). These types of actions surely cannot, by themselves, modify the balance of mobility in the short term, but must not be disregarded because a change in the traveller’s attitude is very important for supporting any new opportunity for sustainable mobility presented by transport operators or by public administrations.

These marketing strategies for the transport system are a major and comprehensive way of disseminating the advantages of using public transport, including marketing campaigns, online journey planners and, more recently, blogging and twitting (including responsive systems by transport operators). This integrated and broad approach to a communication/PR campaign for mobility and the use of innovative tools, such as a trip planner providing environmental information and indicators, is original and leading-edge.

All these concepts reinforce the relationship of the transportation system with society and have a high potential for transfer to other regions. The transferability is easy, since the Good Practice is based on simple actions and common tools. Ensuring coordination between all the entities providing the information is one of the major barriers to the success of this good practice, so efficient and influential coordination is required. Costs can also be considered another barrier, but there is always the possibility for the actions to be modulated depending on the budget.

The main driver lies in the fact that such initiatives do not encounter particular resistance to implementation and provide substantial visibility to policymakers and institutions

Participative approach in the Gothenburg region	Topic 1 – Land Use And Transport Planning
	Gothenburg region, SE – CATCH_MR Good Practice # 4

DESCRIPTION A participative approach that includes political consultation rounds with the Gothenburg Region’s (GR) thirteen municipal councils. Although the GR regional planning authority has the possibility to apply formal governance it has chosen informal governance to give the member municipalities the opportunity to be convinced and act by themselves. To enable joint responsibility, the GR decided to introduce more sharing, transparency, and flexibility into the planning process in order to achieve consensus and consistency over time. Therefore, a constructive dialogue between the GR executive board and the municipalities’ member council was established based on a common vision for sustainable

development. Four regional consultation rounds have been carried out so far. The first one dealt with what issues to cooperate on (timeframe: 10/2002-02/2004), while the second focused on how to cooperate (01-10/2005). In the third and fourth sessions, the stakeholders identified regional goals and strategies on sustainable growth focusing on a sustainable regional structure (01-03/2006, 02-03/2008)

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This good practice shows an informal participative approach to planning/organisational aspects that is distinctive from the normal approach to this Topic. Traditionally, planning was only supported by a quantitative approach to understanding travel demand patterns, and decisions were mostly taken based on time and costs.

More and more often, complex actions are being met with resistance by some stakeholders and need long periods to be implemented, involving difficult conflict management processes. The current trend is to involve, right from the idea's conception, citizens and all the stakeholders in the most important planning actions. This has several benefits: qualitative information given by citizen participation is useful to planners to evaluate the impact of interventions; their involvement is a means to mediate between different interests and find shared solutions, avoiding more complex managing actions in later stages; a more complete set of information (even informal) gives benefits to the design process and allows social variables be better taken into account. The integration of social and environmental approaches is one of the key aspects of promoting sustainability concepts in transport systems.

This practice is an innovative way of gaining legitimacy, acceptance, and a long term vision for the transport system in a city or region. With a consensual and integrated vision from all stakeholders in terms of environmental, economic, and social aspects, the planning and decision-making process could be facilitated and easily operated in the city/region. Moreover, this convergence can ensure a higher stability of the selected solutions with respect to political changes. This strength is particularly important as planning actions often require a timeframe that is longer than the political mandates.

The process used to manage this kind of approach is quite complex and challenging for public administrations, but, so far, it seems to have produced good results. This complexity is an important barrier, so the outcomes of this Good Practice could be a significant incentive for the policymakers involved.

The main driver is given by the need to have efficient tools to manage complex planning procedures; this need is shared by almost all the Regions, so the dissemination of this practice could be potentially broad.

As for all these policies, transferral implies careful tailoring to the realities of the importing region.

The ideal intermodal node – Guidebook on intermodality in the Gothenburg region	Topic 1 – Land Use And Transport Planning
	Gothenburg Region, SE – CATCH_MR Good Practice # 12

DESCRIPTION The practice describes how an intermodal node/interchange can be designed, taking account of all the relevant aspects. It highlights the importance of developing a common language and understanding that all different disciplines (e.g., traffic engineering, urban design) may be related. It provides a design suggestion, which brings the most important factor into focus – i.e., the individuals who will be using the intermodal node.

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE The Good Practice is related to modal integration through effective interchange practices. The thematic area of transport interfaces is a very important issue in transport policies in metropolitan areas since it prompts an integrated vision of private and public modes of transport, and the effectiveness of such policies could significantly improve the use of public transport at the expense of private cars. Of course, the specific solutions must be analysed one by one, so as to take account of the specific features of the demand, of the territory and of the mobility system. With this purpose, a guidebook on intermodality in the Gothenburg region was developed within the CATCH_MR project, with a view to providing guidelines on how to design an intermodal node. This 32-page guidebook is available on the project's website, but has limitations in terms of capitalisation since it is so far only available in Swedish. Besides this guide on intermodality, another manual was developed in one of the other projects analysed. The PIMMS TRANSFER project is a good practice related to the 'Design and management of interchanges in London – Good Practice#1', which is another good example of intermodal nodes. This manual is in English, which facilitates the transfer potential.

Integrated public transport systems of Berlin and Paris	Topic 2 – regional Transport Authorities
	Berlin and Paris – CAPRICE Good Practice # 3

DESCRIPTION. The cities of Vilnius, Warsaw, and Bucharest showed great interest in learning from the experiences conducted in Berlin and Paris concerning the implementation of integrated public transport systems. One key output of the CAPRICE project was the support given to the City of Bucharest in preparing a public transport service contract with the surface transport operator (Regia Autonoma de Transport Bucuresti – RATB).

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This case is a successful example of Good Practice transfer between metropolitan regions. It illustrates how cooperation between authorities regarding public transport service contracting can be realised through knowledge transfer. A RATP draft

<p>contract was adapted and transferred to others authorities.</p> <p>The preparation of a service contract for a large city is a very complex task, involving many specialised competences and requiring precise coordination. But many of the concepts underlying a service contract for transportation services can be transferred to other environments. Cooperation between public administrations and authorities designed to simplify the task is possible and can lead to savings and better results.</p> <p>This Good Practice could be transferred among Authorities of the same size and with the same general environment</p>	
Quality Bus Partnership	Topic 4 – Encouraging the Use of Public and Shared Transport
	Brighton & Hove – UK, – MMOVE Good Practice # 4
<p>DESCRIPTION. The Quality Bus Partnership is an agreement between Brighton & Hove City Council, responsible for the highway infrastructure, and bus companies that aims at jointly providing improvements to the public transport system. The City Council has invested significantly over many years in infrastructures, such as accessible bus stops, bus shelters, real-time information panels, bus lanes and traffic signal technology. At the same time, the bus companies have provided significant annual investments in modern, accessible, low emission bus fleets, an on-board GPS vehicle tracking system (with real-time indicator panels), staff training in customer care, improved service frequency, and value for money fares. The result of these measures has been a rise in passenger numbers of approximately 5% per year, in contrast to a downward UK national trend. This equates to a rise from 22 million passenger journeys per year in the mid-1990s, to nearly 40 million in 2008.</p>	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE All the strategies presented in the Good Practice promote new and more efficient ways of moving through and interacting with the city/region by providing travellers with more flexible, convenient, and integrated travel options. This Good Practice is related to key themes of sustainable transport, such as intelligent transport systems that provide real-time information to travellers, low-emission transports, and technological improvements that are important steps towards the sustainability of transportation. This good practice includes a long-term strategy to increase modal shift, and the results are very satisfactory. It can represent a model for gradually improving the quality of public transport through the harmonisation of public and private actions. Other Regions could exploit this good practice and internalise it, totally or partially. It should be highlighted that these results might take different forms if applied in other Regions, where differences in local needs, levels of economic development, culture, economic structures, and transport systems must be taken into consideration.</p> <p>The driver is mainly the need/will to improve the quality of public transport in order to attract new users. The barriers are the lack of focus on quality, among many operators and the need for significant financial resources.</p>	
Integrated Transport Strategy	Topic 1 – regional Transport Authorities
	West Midlands County Region – UK, – PIMMS CAPITAL Good Practice # 4
<p>DESCRIPTION. The West Midlands Integrated Transport Strategy is based on:</p> <ul style="list-style-type: none"> – public engagement and consultation, including the involvement of minority groups and disability groups, – establishing governance arrangements with partnering authorities, – developing integrated transport strategies in close collaboration with businesses and private sector partners, – establishing strong links between transport and the economic and spatial strategies for the region, – developing an evidence base and robust business cases for investment, – addressing environmental issues including carbon reduction and changing transport behaviour, – preparing Transport Investment Plans, Market Research and Intelligence gathering, and – developing social inclusion measures and accessibility planning 	
<p>WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This Good Practice includes factors and issues that are not usually addressed in transport planning. Integrated transport planning, either by addressing the private sector or acknowledging the interaction between transport and other social and economic systems, is essential to the success of a sustainable transport vision. With regards to its transferability, it largely depends on the institutional environment in each region that potentially might implement the Good Practice.</p>	
Worcester Sustainable Travel Demonstration Town (STT)	Topic 4 – Encouraging the Use of Public and Shared Transport
	Worcestershire County Council – UK, – PIMMS CAPITAL Good Practice # 6
<p>DESCRIPTION Worcestershire County Council has sought to significantly enhance the efficiency of its</p>	

transport network, capitalising on the development of sustainable infrastructure, improving transport services, and delivering intuitive smarter measure choices. This has improved user safety and increased accessibility to services and facilities that are essential for a high quality of life, led in a healthy, sustainable way. The combination of infrastructure and soft transport measures was designed to ‘lead to a city that has a vital and bustling economy, with residents and visitors that can easily move around in a way that not only tackles environmental issues but also addresses social exclusion.’

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE This good practice is related to the safety and accessibility aspects of the transportation system. Traffic safety policies attempt to minimise the likelihood of accidents/injuries associated with risky behaviour. Accessibility means productivity and an efficient transport system is key to economic and social development. This good practice represents a way to promote the overall health and economic welfare and also to promote the liveability of the city/region for citizens. Of course, it is the result of long-lasting effort of planning new developments and modifications in line with the mentioned ‘safety and accessibility’ paradigm.

For this reason, this Good Practice is an example of the results that can be achieved through an integrated approach to city development, which considers both integrated infrastructural interventions and soft measures. In this case, as in others, the object of transferability is not the Good Practice in itself, but the underlying policy, which must be adapted to the local conditions.

As for all innovative policies, the main barrier is the psychological constraints of the policymakers and planners, where a concrete example can function as an effective catalyst.

Local travel plan networks (Better Bankside and Cambridge Science Park)	Topic 1 – regional Transport Authorities
	East Anglia Cambridge – UK, – PIMMS TRANSFER Good Practice # 8

DESCRIPTION The Better Bankside Travel Plan is a package of measures and initiatives that aims to reduce the need to travel and encourages all those working in, living in and visiting Bankside, to select the most sustainable mode of transport for their journey to, from, and within the Bankside area. The Better Bankside travel programme includes: installing some 50 new cycle stands in public areas in collaboration with other partners; Bikefest, a programme of events offering local employees bike servicing, a folding bike road show, advice on bicycle security, and guided bike rides; a programme of guided walks and a link from the online interactive map and travel tools on the Better Bankside website to the Walk2Go website, which details 50 walking routes in the Bankside area; promoting travel planning to member businesses, including the Bankside launch of Transport for London’s Enterprise scheme for small and medium-sized enterprises; support for the idea of closing Stoney Street to traffic when the Borough Market is operating. The travel plan network benefits include: access to a commuter centre; discounts with local bicycle stores; seasonal train ticket discounts; car sharing information; bicycle ‘freebies’; pedometers (for encouraging walking to work or lunchtime walks); free usage of a pool of electric bikes; a commuter centre open to employees who work across the area to visit and obtain advice and information on sustainable transport options.

WHY IT WAS CHOSEN AS AN EXEMPLARY GOOD PRACTICE The Topic addressed by this Good Practice is Mobility Management, a very common one in the Projects analysed. It is called the ‘Better Bankside Travel Plan’, but it is much more than a specific travel plan. It is a very complete and a complementary package of different promotional initiatives offering a series of benefits to the user, which contribute to reducing car traffic.

The measures focus on bicycles, but allow for the integration of other travel modes, so as to promote intermodality when needed.

The Good Practice is noteworthy in its comprehensiveness and the use of the approach over a significant geographic area.

This good practice is important because it is designed to break the driving routine, to share the transportation modes in the public space and to integrate sustainable mobility modes like walking and biking.

It is important to note that the plan includes specific interventions to provide real mobility facilities, but also the related actions to promote them and promote their use/ acceptance by the potential users.

The format of the plan is transferable to other Regions, but it may require some adapting in order to be effective (mainly caused by different local situations, needs, and cultures).

The barrier is the certain complexity involved in defining and implementing such an integrated plan.

Recommendations/ Conclusions

Among the fifteen selected Good Practices that present innovative aspects or results, likely to be transferred, we can provide some tailored recommendations:

- ✓ To involve private entities in a predominantly public operator market/segment;
- ✓ To adapt mechanisms to the local political and administrative contexts and to the specific cultural environment;
- ✓ To promote the coordination between all the entities that provide transport-related information;
- ✓ To possess efficient tools designed to manage complex planning procedures - this need is shared by almost all the regions;
- ✓ To promote the cooperation between public administrations and authorities so as to simplify the tasks associated with the Good Practices;
- ✓ To promote an integrated approach to regional development including infrastructural interventions and soft measures;
- ✓ To stimulate a culture focusing on quality among the operators and improve their capacity to respond to the need for significant financial resources for the implementation of some of the Good Practices.

3.3 Cross analysis by topic

The cross analysis, which compares the 244 Good Practices from the 15 projects, draws on the assessment carried out, summarised in Section 3.1 and compiled in the project assessment files (Annexe 3).

This cross analysis is based on groups of Good Practices clustered into nine Topics.

- | | |
|---|--|
| ✓ land use and transport planning; | ✓ mobility management; |
| ✓ regional transport authorities; | ✓ ITS – intelligent transport systems; |
| ✓ financing public transport | ✓ accessible transport; |
| ✓ encouraging the use of public and shared transport; | ✓ encouraging low emission transport; |
| | ✓ sustainable transport awareness campaigns. |

The cross analysis also includes the assessment carried out with respect to:

- ✓ exploring common features/ challenges/ difficulties/ successes among the projects of the same Topic;
- ✓ detecting similarities among Good Practices;
- ✓ identifying if partner regions have found different solutions to the same issues;
- ✓ identifying the regions that have particularly interesting or innovative results, practices, or policies and identifying those which merit being made available to other local/regional authorities dealing with the same Topic or to other regions in Europe.

Projects with guidebooks and transfer manuals - specific to Good Practices or with a broader reach – were identified and compared with regard to the quality of outputs.

3.3.1 TOPIC 1 – LAND USE AND TRANSPORT PLANNING

There are nine Good Practices on the subject of developing land use and transport planning covered by three projects (CATCH_MR, CAPRICE, MMOVE).

- ✓ Among the projects, the most highlighted experiences are related to the integration of different functions (planning, land use, transport and mobility) on an institutional or cooperation level, modal integration, and urban requalification models. This integration is achieved by merging functions from conventional urban planning with transport and territory planning. This approach can either assume more formal governance (e.g. Joint regional Planning – Berlin/Brandenburg – CATCH_MR project) or take place under a more informal and participative governance between the stakeholders (Gothenburg region – CATCH_MR). This analysis demonstrates how different cities/regions, although working on similar issues, can conceive different solutions and methods.
- ✓ Another highlighted issue is related to modal integration planning. On this point, the projects CAPRICE and MMOVE place special emphasis on integrating public transport, private car, and soft modes of transport (walking and cycling). The CAPRICE project includes Good Practices related to the Urban Mobility Plan in the Paris Ile-de-France region. This is an integrated plan for public and private modes of transport, as well as for passengers and goods. Again, the instruments and scope of this group of issues differ in nature.
- ✓ The third issue is related to urban requalification models. Here the MMOVE project pays special attention to the requalification of city centres through the reorganisation of the urban space and the introduction of sustainable transports modes. These activities are based on centrality and theoretical concepts relate to place-making.

The integration of land-use planning with transport is a crucial issue for the sustainable development of cities, but, at the same time, it is one of the most difficult to achieve. Moreover, everyone recognises the importance of applying an integrated approach to these Topics. However, things often go in a different direction: urban planning is determined by specific factors and frequently neglects or underestimates transport needs, leading to increased mobility costs and irrationalities. Many constraints owing to the historic development of cities, organisational problems, cultural approaches, and specific interests also significantly limit the possibility for action and make it very difficult to achieve effective integration. Often the attempts made to this end are destined to remain mainly theoretical and academic exercises.

The fact that this point is crucial to improving the quality of the transport system means that it requires a very pragmatic approach. Sustainable Urban Mobility and Transport Plans (SUMTPs) have been a relatively recent theoretical achievement in trying to embed the concept of sustainability in the development of Urban Mobility Plans (as traditionally conceived). This tool can represent, (for the moment mainly for large cities,) an important tool for advancing on the way to integrated urban and mobility planning. It adopts a very practical approach, starting from the existing situation and has real practical value (as the plans have to be adopted as programming documents by the City Council). European Programmes, such as CIVITAS, focus on SUMTPs. Methodological research has been carried out to define the criteria for developing a SUMTP. It is our conviction that, if any potential Topic in this area deserves attention for capitalisation, it is the SUMTP. Even if an 'natural approach' has not been carried out by the projects, the different experiences that have been developed can be collected into a theoretical framework, driven by the SUMTP concept, thereby contributing to the development of this concept and practice at the European level. In this sense, some of the ongoing projects could be addressed to develop their activities placing them in this reference framework.

In this respect, it is important to note that the project INVOLVE included Good Practices demonstrating the involvement of the private sector in urban planning, as is the case with the Prague and the UK experiences. This concern of 'adding land value for transport schemes' can serve as an example of transport planning combined with land occupation, in which the involvement of the private building sector along with the entities responsible for the transport sector ensures the viability of the new projects and the mobility of the residents. The project RITS-NET includes a Good Practice that describes an integrated software environment for a multi-modal public transit simulation based on the principles of geo-simulation, which could constitute a technological reference.

3.3.2 TOPIC 2 – REGIONAL TRANSPORT AUTHORITIES

There are 10 Good Practices on the subject of regional transport authorities, in three of the six projects (CAPRICE, PIMMS-CAPITAL and CATCH_MR). Under this theme, the projects aim to strengthen the links between local/regional entities and other stakeholders, in order to promote the effectiveness of the authorities as well as to expand their competences in the field of transport.

- ✓ Regarding the aim to enhance the effectiveness of the authorities, the Good Practices analysed were essentially related to contracting issues. Generally, authorities with similar structures focus on additional specific functions or tasks could create synergies by combining contracting schemes. PIMMS CAPITAL has one Good Practice that focuses on an integrated strategy for transport authorities (West Midlands County Region, UK), which modifies the conventional organisation of transport authorities by involving private/public actors and includes environmental and economic considerations in the tender decision-making process.
- ✓ In relation to expanding the competences of transport authorities, some Good Practices possess features that go beyond the traditional concepts. In CATCH_MR, the Good Practice 'From sectorial planning to integrated mobility management/Budapest', proposed parking and road management as internal competences of the transport authority.

Four projects presented interesting Good Practices that can serve as references in the field of transport authorities. The first is EPTA, which is fully devoted to the Topic of Public Transport Authorities (PTA) and which aims at identifying, through the analysis of the different Good Practices, a general PTA model that is transferable and adaptable, and that can be adopted for the successful implementation or reorganisation of a PTA. EPTA has identified 35 Good Practices, all related to this specific thematic area, which cover all the functions that can be performed by a PTA, namely Regulate, Plan, Tender/Award, Integrate, Promote, Manage, and Control. They point out different approaches to the same problem carried out in different environments. In this case, the fact that the Good Practices have not been sought only within the limits of the Project partnership, but rather have been selected among the Good Practices collected at European level is noteworthy. For this reason, they represent a good sample of the state-of-the-art in the sector, since both Guidebooks and case studies, such as SRM - the Agency for Mobility and Local Public regional Transport Partnerships (RTP) in Scotland and National Transport Authority (Ireland) are already available.

INVOLVE presents a Good Practice that highlights the cooperation between the transport authority and traffic control centres, focused on promoting the use of public transport. The RITS NET project, a well-integrated regional practice in managing intelligent urban mobility, is an innovative approach for promoting traffic management benefits and mobility management with automation processes implemented by a modern

Control Traffic Centre. A Good Practice from the MOG project highlights the cooperation between two municipalities acting at the regional level, designing a sustainable mobility policy together with the transport authorities. The POLITE project describes an example of a Good Practice (Annexe 4 – Exemplary Good Practices) that includes a fully integrated info-mobility of the transport services.

3.3.3 TOPIC 3 – FINANCING PUBLIC TRANSPORT

There are three Good Practices on the subject of the financing of public transport, identified by two of the six projects addressed, and they propose three very different concepts.

- ✓ The French public transport tax has been in force since the 1970's and it has been intensely researched. This Good Practice has an excellent impact for financing public transport; however, it is well-known that there are several barriers to the transfer of this concept, the main one being lack of political will and commitment.
- ✓ Another example is the toll ring in Oslo. This very efficient concept has some limitations of transferability: only four metropolitan cities in Europe (plus Singapore a long time ago) have succeeded in setting up an urban road charging system. A large debate is still ongoing about the real effectiveness of this technique for urban centres and about the right way to implement toll ring systems. A substantial amount of literature has been produced on this Topic and different schemes have been applied and developed. The theme is directly related to the theoretical Topic of the internalisation of external costs.
- ✓ The third good practice is related to the organising and setting of a local transport authority, which is a standard practice in transport, namely in metropolitan areas.

The INVOLVE project presents Good Practices for financing public transport, either through co-financing the construction of metro or train stations, or through sponsoring the names of Metro stations. Two other Good Practices that are good examples of public/private partnerships, are the Klaipeda experience - long-term contract and cooperation between public authority and private companies, - and the Roermond case – public/private partnership in mobility management.

3.3.4 TOPIC 4 – ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT

There are 19 Good Practices that aim at encouraging the use of public and shared transport. They propose different concepts. Several of them are related to conventional transport engineering and planning issues (e.g. extension of tram lines, bus corridors, etc). Other Good Practices are more relevant, such as those that focus on intermodal nodes, soft modes, trip planners and car sharing concepts, transferral of which would be interesting.

- ✓ In relation to intermodal nodes, it was observed that two Good Practices exploit this concept in an excellent way and both produced guidebooks. For this reason, it would be interesting if the two related projects (CATCH_MR and PIMMS TRANSFER) could create synergies, in order to upscale the work and disseminate it to a broader stakeholder group. Since the projects are concluded, the transferral efforts (e.g., comparing and translating the guidebooks) would require a further effort and commitment by the partners or other entities.
- ✓ Concerning soft modes, there are Good Practices that might be interesting to take up. They are mainly related to cycling and walking, though the latter is barely dealt with. For instance, the good practice explored by Budapest (CATCH_MR) is related to the creation of new routes and bicycle lanes on main roads. These Good Practices are easily transferable, except for the identified financial barriers (and as long as international mainstream practices are taken into consideration).
- ✓ The third group of Good Practices is related to the promotion of trip planners. These trip planners aim to promote modal integration. Recently they have also come to include private car and pedestrians, so as to increase the choices of accessibility. One relevant good practice is related to the door-to-door designed intermodal and integrated trip planners, set up by ZTM (Warsaw) and VBB (Berlin), and proposed by CAPRICE. This cooperation between these entities not only allows for the implementation of a door-to-door, integrated, cross-border planner, but will ensure the continuity of the cooperation. The two regions aim to introduce an integrated ticketing system together.
- ✓ Car sharing represents another interesting set of Good Practices. The example tackled in this Topic is related to the car sharing initiative in Ulm (car2go). This initiative is based on the concept of 'free flow' car sharing (for both conventional and electric vehicles).

The INVOLVE project presents a very different set of Good Practices with the primary objective of encouraging the use of public transport. A large number of the Good Practices focus on buses as a mode of transport that, due to their versatility, could be a driver to promoting the use of public transport without high costs. POLITE presents a group of Good Practices concerning an integrated pricing system designed to promote the use of different modes of transport as well as a complete and friendly transport information planner that includes all modes of transport. An integrated multimodal public transport system needs to include information, tariffs, ticketing, and bus travel management. As its main objective, the MOG project presents some proposals for transport organisation in areas of low demand, such as a common transport

solution through a 'car pooling' formula or a shared transport solution for disabled individuals. Another interesting Good Practice is the promotion of intermodality between public transports and a network of bike rental stations at public transport interfaces. The Good Practice 'Pioneering Italian flexible transport service (StradiBus in the Province of Cremona)' presented in the EPTA project, looks at adopting of flexible services in rural areas and has also been dealt with by other finished or ongoing Projects, namely FIPPER.

3.3.5 TOPIC 5 – MOBILITY MANAGEMENT

There are 20 Good Practices on the subject of mobility management.

There are several Good Practices related to conventional transport engineering and planning solutions (e.g. bollards implementation, blue zone parking control schemes). There are also Good Practices associated with issues such as a participative approach to mobility management, demand responsive systems in low-demand areas, and soft mobility management measures which are less conventional, more innovative and interesting for other potential users.

- ✓ Regarding the participative approach to mobility management, there is a Good Practice (ResSmart) in Stockholm (PIMMS CAPITAL) that aims to ensure the long-lasting and the availability of resources for Mobility Management in the region and to find a long-lasting organisation for regional cooperation/coordination; it proposes the setting up of a regional platform for the transport system with the cooperation of several stakeholders who signed a specific agreement for this purpose. This Good Practice was transferred three times during the project.
- ✓ The introduction of demand responsive systems is another subject that is important for sustainable transport. This concept applied to low-demand situations (rural areas, off-peak hours and weekends in cities) would be very interesting to transfer to other regions, since it is important for improving issues like inclusion and cohesion between different territories (FLIPPER). Another good practice explored low technology for demand responsive systems.
- ✓ Under the soft mobility management Good Practices, an example was presented by MMOVE: 'walk-bus to school'. This example is related to security, awareness, and modal split issues and was aimed at children and their parents, with a view to changing their behaviour. This Good Practice is considered easily transferable, but will only be successful if there is a high level of commitment between all the stakeholders.

In the INVOLVE project, the great majority of Good Practices focus on private sector involvement and mobility management. Thus, it is possible to highlight some good practice examples in this area that could be transferable with the right adaptation to the regional target context. Within these Good Practices, we should underline those related to the involvement of private enterprises along with the authorities in charge of mobility management, with the objective to reduce the use of cars and promote sustainable forms of transport. These Good Practices demonstrate involvement not only of the private enterprises, but also of the transport operators and entities in charge of mobility management at the various levels of intervention.

In the POLITE project, one specific Good Practice deserves mentioning. It provides the connection between different modes of transport in suburban areas and ensures access to transport information to visitors and city residents. Other Good Practices in this project are related to intermodal info-mobility, particularly where some companies have engaged private companies, such as taxis or minivan hire, for the transport of their employees, while others offer a personal budget to purchase monthly tickets to encourage the use of shared bicycle schemes to travel to work.

In the MOG project, we can report an innovative solution of combining passenger and public goods transport into an integrated logistics solution, offering multi-services at the same location; another remarkable Good Practice is the promoting of public transport so as to prevent car accidents at night, particularly after festivities. These Good Practices are relevant for the Topic addressed, but we must underline that the different experiments of this kind have not been successful in other environments, so promotion must be carried out carefully.

3.3.6 TOPIC 6 – ITS – INTELLIGENT TRANSPORT SYSTEMS

There are 9 Good Practices that involve ITS. They propose different approaches to several different areas, such as integrated ticketing, computer aided central traffic monitoring systems, the video surveillance of city buses, and software for on-demand services.

Almost all of the presented Good Practices are technologically based, but not necessarily innovative. Some of them are standard applications available on the market and need little adaptation to be transferred. The main barriers are related to the financial aspects and political commitment. Some ITS solutions for demand responsive systems are interesting (substitution of buses by taxis – Formentera/SP and Borgo Panigale/IT). Different ongoing projects focus on the ITS Topic. Based on the available information, all of the Good Practices of the POSSE project are included in this Topic. The POSSE project seeks to encourage the use of ITS in sustainable urban policies, by transferring a good practice used in UK and Germany to follower cities elsewhere in Europe, and by supporting the development of appropriate European wide open

specifications and standards. The UK's UTMC specifications, based on open international standards, are the main basis for the identified Good Practices in the different national departments – e.g., UK Department for Transport (DfT), the Highways Agency (HA), the UTMC Development Group (UDG), and Cambridgeshire County Council or the Coventry City Council.

In the INVOLVE project, a Good Practice focuses on the use of ITS in mobility management by providing information on parking using smart phones.

Different examples of Good Practices using ITS technologies are presented. The POLITE project uses the dissemination of information in real-time, which the contracting transport operators can then use to inform users of the available services and facilitates the purchasing of tickets. This presents a great flexibility in terms of use and monitoring. In the RITS NET project, ITS measures support a real synergy between the modes of transport through modal and fare integration and might also sustain emergency/incident management systems. In the MOG project, the application of ITS promotes the public transport through the use of smart technologies in pricing and for the management or car-pooling. In the POLITE project, the Good Practice consists in collecting, processing, and validating the information related to mobility indicators and distributing them to the users.

About this last type of applications, we should mention two Good Practices using 'floating car data' techniques for monitoring the state of traffic in real-time. This is quite innovative and could lead to significant results (see 'Using vehicle Good Practices data to monitor traffic flow in Riga' from RITS-NET and 'Torino BP' from POLITE). Another interesting application is the 'SmartSantander' Good Practice (from POLITE) for its complete and integrated set of information made available to users.

3.3.7 TOPIC 7 – ACCESSIBLE TRANSPORT

There are six Good Practices related to accessibility in transport, each with different applications.

This Topic is mostly related to Good Practices aimed at creating suitable conditions for the use of public transport by physically disabled/visually impaired individuals. This is an often neglected Topic that ought to be more stressed to reduce social disparities among regions. Two approaches are being used to develop the accessibility in the transport systems.

- ✓ The Good Practices from Paris Île-de-France and Berlin/Brandenburg (both from CAPRICE) take a step-by-step approach to fostering accessibility in the transport network.
- ✓ Another approach is more ambitious, providing an integrated vision to increase accessibility (with the construction of new facilities, pavements, public transport stops). This good practice in Graz was presented in the PIMMS TRANSFER project.

Some different examples of Good Practice in this field are presented in projects such as the:

INVOLVE project – which promotes door-to-door accessible transport for disabled people, and MOG project which promotes accessibility in several different ways in rural areas: an access to mail service where there are no post offices; a range of eco-mobility services, like train-bike initiatives between urban and rural areas; cheaper mobility for poorer people, with a view satisfying their transport needs in association with different public-private partners; transport on-demand in specific areas where there is low weak demand. Moreover, this is achieved using high value-added transport services that may be able to meet public transport needs by combining them with the demands of residents without access to a car.

3.3.8 TOPIC 8 – ENCOURAGING LOW EMISSION TRANSPORTS

There are 6 Good Practices related to low-emission means of transport.

The Good Practices are mostly related to new technological trends in vehicles (Hydrogen, Electric traction systems for rail). In this context, there is a relevant Good Practice related to Reggio Emilia's experience with electric vehicles. This is one of the oldest and most important experiences with E-mobility and considered by many as a 'lighthouse or exemplary project' at the European level.

In the SUM project, the most interesting Good Practices are related to the setting up of charging grids and a cross-border corridor. A good practice included in the MOG project is the use of new electric cars for tourism purposes, supported by a charging infrastructure, which ensures the autonomy of vehicles and promotes eco-mobility for leisure purposes. The Good Practices presented in the INVOLVE project that aim at encouraging low emission transports include: cycling through a network plan (BICIPLAN) and the use of bicycles for going to school (BIKETRAIN); road sign installation aimed at pedestrian traffic; and promotion of public transport through the construction of bus terminals by shopping centre developers.

3.3.9 TOPIC 9 – SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS

There are 12 Good Practices that focus on awareness campaigns.

All the Good Practices presented are considered as soft measures and aim to improve knowledge and awareness about sustainable transport.

One good practice that could be highlighted is the Local Travel Network Plan in Cambridgeshire. This good practice consists of a package of measures and initiatives aimed at promoting greener, cleaner travel

choices and reducing reliance on the car. The measures allows the passenger to choose the most sustainable mode (like walking, cycling, car sharing, and public transport).

Although some of the Good Practices aimed at promoting the use of public transport are not particularly innovative, they are easily transferable since they mainly consist of schemes that can be applied to promotion and awareness raising initiatives.

A more complex, yet more interesting scheme is suggested by the Involve Project - '*Company TravelWise - West Midlands*' - which includes active support for companies applying a Mobility Management scheme.

Other more traditional initiatives are: Walking to school - targeted campaigns intended to raise children's awareness of public transport - Cultural initiatives on-board and at bus stops - Weekends promoting public transport - a travel Plan in which members' benefit from a range of sustainable travel initiatives and support.

POLITE develops a set of interventions aimed at the use of suburban buses, namely focusing on equipment and the marking of bus stops.

A specific Good Practice called '*Mobility solutions and sustainable transport in the Vidzeme region (Latvia)*' is proposed by MOG and has also been included among the Good Practices identified by the project RITS-NET. The MOG Project also suggests different actions of this kind, aimed at modifying drivers' behaviour by promoting efficient energy driving courses for different kinds of users (train, taxi, car drivers) or at promoting tourism using environmentally friendly modes of transport (eco-mobility by attracting tourists to a Green Weekend with discounts) or offering alternative mobility to young people in rural areas, especially at night time and sustainable mobility between mountain/rural areas and urban areas.

3.4 Thematic analysis

3.4.1 Common challenges and successes

All the projects share a common general objective, which is to improve the state of mobility in the Regions in favour of a more sustainable transport model. This can, of course, mean several things, but can be summarised in some main points, which can be considered as the common challenges for the projects:

Challenge 1: to achieve a higher and more sustainable use of public transport for general mobility, principally by:

- ✓ ensuring a better quality of public transport, not only in the urban areas but also in low-density areas, such as peripheral and rural areas;
- ✓ achieving a lower and more rational use of private cars and promoting intermodality between private cars/public transport, especially in dense urban areas;
- ✓ promoting the widespread use of alternative and less impacting modes of transport, such as cycling, walking, car and bike sharing, car-pooling, etc.;
- ✓ fostering a new attitude among the population towards the mobility models, allowing these new opportunities to be better exploited.

All these combined targets should result in a higher modal split for public transport, 'soft modes' as well as a reduction in emissions levels.

Challenge 2: Enhance the planning capacity of Regions and the Local Administration in general in the field of mobility. This challenge has some main aspects common to multiple projects, namely the need;

- ✓ to 'embed' the concept of sustainability among the main targets groups concerned by the various mobility plans developed by Local Administrations;
- ✓ to integrate the concept of land use and mobility (both in infrastructure and management) within urban planning activities. This means a radical change to traditional methodology and models;
- ✓ to integrate the planning actions of different administrative bodies into a shared perspective. This is an increasingly important point as mobility is a wide-area phenomenon that needs integrated solutions across geographical and administrative borders;
- ✓ to unlock all the potential of the various modes of transport available, integrating them in a unitary perspective within mobility plans. This means not only intermodality, but also the capacity to offer different modes of transport within an integrated network to people and to satisfy their mobility needs in a rational way, both from a collective and from an individual perspective.

This stronger capacity will progressively lead to an improvement in the quality of urban areas and major conurbations (in a wide-area perspective).

Of course, these major challenges can be tackled using a wide range of approaches and tools. This becomes quite evident when we look at the wide diversity of the selected Good Practices and the specific themes addressed by the projects. Despite this large variety, it is possible to find many similarities within the approaches and specific themes. The clustering of the Good Practices shows how they are concentrated on thematic areas: about a third of the Good Practices (of the concluded projects) are related to public transport planning and use. Another third deal with Mobility Management and awareness raising campaigns. The last third are about land use and transport planning.

The main difficulties involved in transferring specific policies/Good Practices are often a result of the different local conditions and constraints. The objects of transfer are not always policies and methodologies, but can also be specific applications, which are often based on market products or systems. While in the first instance, the transferability is mainly linked to political commitment and the ability to adapt the schemes to the local context, the second requires a real feasibility analysis, specific design work, and adequate financial resources.

We must also consider that the improvement of transport policies often (although not always) requires significant investment; this is often cited as another difficulty, especially for real-scale applications. Another common challenge faced is to ensure the adequate political commitment so as to be able manage all the above mentioned difficulties. In this respect, we must say that one of the main drivers in achieving consensus and commitment is being able to provide real proof of the effectiveness of a certain policy or action, and this goal is largely pursued by all the projects. A very important aspect is the ability to give an idea of the cost-related benefits and of the complexity of the policy or action. This aspect is generally undervalued in the projects, probably due to the difficulty in measuring the real effects of many of the policies / actions analysed. Nevertheless, the ability to provide information about the cost-related benefits and project complexity should be addressed and seen as a powerful tool for encouraging stakeholder involvement and in awareness raising.

With regard to the success of the projects, many of them have been successful in transferring policies or practices that have improved the state of mobility in Regions (as reported above), but they are quite

diversified depending on the Topics tackled. We can note the general successes common to the majority of the Projects:

- ✓ A significant increase in the level of professional skills of all those who participated in the Projects thanks to the acquisition of specific knowledge and through networking with other professionals and politicians;
- ✓ An opportunity to extend and qualify the debate about policies and strategic issues in the Regions;
- ✓ heightened awareness of the possible solutions to regional and local problems.

These represent the strongest points of the INTERREG IVC Programme and its main objectives; We can conclude therefore that many projects aim to and are achieving these objectives.

3.4.2 Transferability of good practices

European regions do not need to reinvent the wheel! Among the 15 projects analysed, there are several Good Practices related to Sustainable Transport that bear similarities in their approach or solutions. These common Good Practices are mostly designed to improve the effectiveness and efficiency of the transport system. The Good Practices that were identified mainly focus on providing 'intelligence' (i.e. travel planners etc.), raising 'awareness', promoting 'intermodal fare integration', and 'new services' aimed at changing the current transport system paradigm.

Interestingly, the nine thematic areas have quite a large number of similar Good Practices. The similarity lies in the particular problem addressed and/or the technique used to tackle the identified problems. Of course, this does not mean that the solutions found are identical, as local conditions and constraints can affect them, but the approaches are similar and can be compared. Moreover, the different regions can, of course, obtain ideas from the analysis of similar Good Practices.

Despite the fact that the ongoing projects are still carrying out the good practice selection process, it is possible to give an overview of the Good Practices that present common traits.

TOPIC 1 – LAND USE AND TRANSPORT PLANNING

Mobility plans themes are broadly present in several projects:

- ✓ MMOVE ('EPPUR SI MUOVE' – Marche),
- ✓ PIMMS TRANSFER (*Effizient Mobil* - Mobility Management in industrial Sites HESSEN),
- ✓ PIMMS CAPITAL (Regional Platform for Mobility Management in Stockholm),
- ✓ INVOLVE (Public Transport in industrial areas – Alcobendas - Madrid, Dedicated home-to-school and home-to-work PT services – Livorno, Transport Plans for enterprises in new urban development – Madrid, Mobility plans for organisations and institutions - Maribor, Slovenia, Smarter Travel Work Places – Dublin - Ireland),
- ✓ POLITE (Mobility and traffic management in firms - Province of Ferrara – Italy).

TOPIC 2 AND 3 – REGIONAL TRANSPORT AUTHORITIES - FINANCING PUBLIC TRANSPORT

An area in which many similarities are recorded is on PTA and Public Transport Financing and Promoting. The CAPRICE project has addressed this Topic through some Good Practices, such as:

- ✓ 'Integrated public transport systems of Berlin and Paris',
- ✓ 'STIF contracting system for improving the quality of service for passengers',
- ✓ 'the French public transport tax',
- ✓ 'the tendering system in Germany and Poland'

and the same has been done by other analysed projects, such as CATCH_MR with the Good Practice

- ✓ 'Creating an efficient system for financing public transport in Brandenburg - Germany'

In particular, EPTA specifically focuses on these aspects and includes many similar Good Practices that cover all the aspects of a PTA. Therefore, several Good Practices related to planning, tendering, and financing are quite similar. The INVOLVE project also includes different Good Practices targeted at the financing of public transport, sometimes even using non-conventional solutions ('Sponsorship of metro stations by private companies' in Madrid (Spain).

TOPIC 4 – ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT

Intermodality and Park&Ride are two areas addressed by several projects. Some of the relevant Good Practices are from CATCH_MR:

- ✓ 'Facilitating access to public transport – Flexible approach to P+R strategies in Budapest',
 - ✓ 'The ideal intermodal node – Guidebook on intermodality in the Gothenburg region',
- and from PIMMS CAPITAL

- ✓ 'Design and management of interchanges in London'.

The ECOTALE project addresses the practice of Park&Ride, as well as the POLITE project with

- ✓ 'Interchange Principe Pio', in Madrid,

and the INVOLVE project with

- ✓ 'Park & Ride car parks in shopping centres – Warsaw (Poland)'.

TOPIC 5 – MOBILITY MANAGEMENT

Mobility Management solutions are a diversified set of techniques for changing people's driving routine and reducing the use of private cars in favour of 'soft' or public modes. Among the various types of Good Practices shared by the different projects, the following are worth highlighting:

MMOVE presents a wide variety of Good Practices focused on cycling (cycle tracks, cycling to school or work, bike sharing) such as

- ✓ 'Creation of a cycle tracks net – Senigallia',
- ✓ 'Walk & cycle to school – Valberg – Sweden';
- ✓ 'BiciBus- Marche (Italy)';
- ✓ 'Cycling for health– Valberg (Sweden)'.

In PIMMS TRANSFER there are also Good Practices addressing cycling, in particular the

- ✓ 'Treviso (Italy) Bike sharing scheme',

as well as in CATCH_MR with

- ✓ 'Supporting the soft modes as alternatives to car use – Bicycle developments in Budapest'.

The same for the INVOLVE project with

- ✓ 'Cycling network plan (BICIPLAN) - Reggio Emilia',
- ✓ 'Bicibus: going to school together by bicycle (BIKETRAIN) - Reggio Emilia'

and for MOG with

- ✓ 'Electro-bike system implantation – Vyzdeme',
- ✓ 'Nextbike'- bike sharing system in rural Austria – Burgenland'

which are Good Practices with similarities, especially focused on cycling.

Walking (pedibus, pedestrian areas) is also considered by MMOVE:

- ✓ 'Walk & cycle to school – Valberg – Sweden';
- ✓ 'Pedibus - Macerata Marche'.

PIMMS CAPITAL with

- ✓ 'Walking bus to school in Berlin'

and INVOLVE with

- ✓ 'Mendrisio abreast of the times – Promotion of pedestrian mobility – Mendrisio Switzerland';
- ✓ 'We walk to school – Frankfurt',

which all consider walking as well.

Flexible Transport Systems are another theme where similar Good Practices have been found between the projects:

- ✓ FLIPPER, where all the Good Practices are particularly focused on this Topic, and other projects, such as MMOVE with 'Flexible Modes of transport – Ulm (Germany)',
- ✓ MOG 'DRT for different rural areas and different techniques', and
- ✓ INVOLVE 'Legal framework for flexible transport systems – Livorno (Italy)'.

TOPIC 6 – ITS – INTELLIGENT TRANSPORT SYSTEMS

Many Good Practices aim to incorporate 'intelligence' into the transport system; this is the area of Intelligent Transport Systems (ITS). These Good Practices provide a pathway to promoting more flexible, convenient, and integrated travel options.

Examples of such ITS Use include Good Practices related to travel information tools, like

- ✓ the web-based travel planner promoted by the Berlin and Warsaw public transport operators (MMOVE)
- ✓ the local travel plan network (PIMMS TRANSFER).

The same Topic is addressed in some ongoing projects, namely POLITE, which is specifically focused on ITS applications; Such Good Practices include

- ✓ the 'National multimodal journey planner IDOS' in the Czech Republic,
- ✓ the 'Intermodal Info-mobility platform' from the Province of Ferrara (Italy),
- ✓ the 'Traveller Information system' from Reading Borough Council (UK),
- ✓ the 'Multimodal Real-Time Traffic and Travel Information' in different partner Regions.

Project INVOLVE also focuses on ITS with the good practice

- ✓ 'Birmingham City Centre Interchange and Birmingham Interconnect – an integrated public transport information and way-finding system for Birmingham City Centre'.

The area of ticketing has various homogenous Good Practices:

- ✓ PIMMS CAPITAL with 'Integrated fares: technological investments on automatic ticketing' in Treviso,
- ✓ CAPRICE with 'Contactless electronic ticketing in Warsaw',
- ✓ RITS-NET with the 'ITS for Traffic Management and Mobility' in the Marche Region (Italy),
- ✓ POLITE with the 'Atlas Public Transport Ticketing System' in Riga (Latvia).

Among the various ITS applications, one should be mentioned in particular, since it is quite important as a promising traffic monitoring application: the floating car data technique. Pilot applications are mentioned as Good Practices in two projects.

- ✓ RITS-NET 'Using vehicle Good Practices data to monitor traffic flow' in Riga (Latvia)
- ✓ POLITE good practice in Torino (Italy).

The two experiences are related to the same problem and the solutions involved improving the effectiveness of traffic management in cities.

Traffic management systems are mainly addressed by Good Practices in CAPRICE, RITS-NET, PIMMS CAPITAL, and POLITE. In CAPRICE, the good practice

- ✓ 'Traffic management and sustainable mobility in all cities of CAPRICE is presented.

RITS-NET places a special focus on this area mainly addressed in the Good Practices

- ✓ 'ITS for Traffic Management and Mobility - Region and the City of Pécs (Hungary)',
- ✓ 'Traffic Management and Mobility Presentation, Development Centre Litija, Latvia)',
- ✓ 'Traffic management and mobility in Pleven region (Bulgaria)' and
- ✓ 'Traffic management - South Dublin County Council (Ireland)'.

Also, in PIMMS CAPITAL, there was a good practice related to

- ✓ 'Computer Aided Central Traffic Monitoring System - Limerick City, Ireland'

that focused on this area. The POLITE project also includes one good practice related to

- ✓ 'Traffic Management in the Province of Ferrara – Italy'.

TOPIC 9 – SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS Promotional and branding initiatives for supporting various kinds of mobility management actions or sustainable mobility in general are another trait shared among the different projects. Examples of similar Good Practices can be found

- ✓ in the CAPRICE good practice 'Changing mobility habits in Vilnius'
- ✓ in MMOVE, with several Good Practices of a different kind based on awareness raising and promotional events,
- ✓ in the INVOLVE good practice 'Use of transport nodes for cultural and social events – Madrid (Spain)'
- ✓ in the POLITE good practice 'Muoversi - Calabrian regional Administration (Italy)' also oriented around promotional and branding initiatives.

This long list of similarities shows that the 'tool box' that policymakers and traffic engineers can use to work on mobility problems has been relatively well defined. The commonalities are generally related to the same consolidated set of techniques but in different mixes and with different levels of tailoring for local application. This significant number of similarities among the various Good Practices in the different Regions emphasises the importance of the potential benefit of an efficient capitalisation mechanism, capable of making this amount of knowledge easily accessible to European Regions. It should be noted that similarity does not automatically imply transferability and that, in any case, careful context-dependent feasibility and design work has to be performed in order to promote sustainable transport in the European regions.

3.4.3 Solutions for the same issue

The 15 Projects dealt with a large number of diversified Topics, ranging from very general Topics, such as taxation models or integrated planning between land use and transport, to very specific ones, such as transport services, awareness campaigns, mobility management actions, and so on.

This means that, even if the approach to the various problems has been different, we can identify two main cases:

- ✓ the issues that can be directly influenced through regional legislation or by the institutional structure in the Regions, which can be considered as 'general policies' transferable to other Regions; in this first category we can note the large number of Topics related to wide-area planning, transport authorities, public transport tendering, and financing;
- ✓ the issues that are more likely to require technical solutions for specific services or applications, such as Intelligent Transport Systems, flexible mobility services, mobility management initiatives, and so on. They are more closely related to the category of 'pilot project'.

For the first case, the different Regions often found different solutions to similar problems, as the constraints and conditions in which they operate affect the solutions to be adopted. Typical examples include the different Good Practices aimed at promoting the integration of transport policies with land planning or the participative approach to transport planning: the Projects have identified interesting Good Practices using different approaches to these common and well-known issues. Some of the Practices focus on integrating institutional structures; others rely on the involvement of different actors through participative structures and

initiatives. The same can be said for the Topics on how to best organise PTA and related problems (financing, tendering, etc.) We can say that there are mainly 'broad types of solutions' some of which have been studied and defined in theory, and that the Regions use these practices as a basis by adapting them to the local contexts.

In the second case, the similarities between the selected solutions are more numerous, especially for Good Practices related to pilot projects and applications. In fact, as already mentioned, a large number of the Good Practices that have been selected and transferred concern transport services, technological solutions, and general applications. They often make use of existing and assessed products or techniques. Of course they, always require a design phase to be adapted to the local realities. The ability to do this can vary, in the case of some mobility management schemes, for example, you can find the same pattern adopted in different Regions, while for more complex Topics, such as the application of Flexible Transport Systems or Park & Ride schemes, the adopted solutions are more diversified, even if they are based on the same criteria, concepts, and design methodologies.

3.4.4 Particularly interesting or innovative practices

The Good Practices that have been identified in the capitalisation exercise as especially successful or innovative and that could be showcased for other regions are:

- ✓ Paris Ile-de-France: The French public transport tax and Paris Ile-de-France's: Step-by-step to full accessibility are two practices that were developed and implemented and are examples of ways of financing the transport system and improving access through dialogue with partners and setting investment priorities (CAPRICE);
- ✓ Berlin- Brandenburg region: The travel planner system for the Warsaw metropolitan region based on the exchange of experiences on Berlin's VBB travel planner with ZTM Warsaw (door-to-door travel planner is a good example of the intermodal integration in regions, realised by a user-friendly technology) (CAPRICE);
- ✓ Berlin- Brandenburg region: The VBB is currently extending its travel planner to include a tool for passengers with reduced mobility. This very simple but effective system was set up to assist mobility-impaired passengers in boarding the trains. All metro and S-Bahn stations are equipped with ramps to help persons in wheelchairs to board the train (CATCH_MR);
- ✓ Gothenburg region: The Gothenburg Region Association of Local Authorities (GR) is a cooperative organisation uniting thirteen municipalities in Western Sweden and is an organisation for shaping political consensus and cooperation that demonstrates a participative approach to planning/organisational aspects, which is distinctive from the normal approach;
- ✓ The Guidebook on intermodality is another practice in this region that describes how an intermodal node/interchange can be designed taking account of all relevant aspects. It highlights the importance of developing a common language and understanding that all the different disciplines (e.g. traffic engineering, urban design) may be related. It provides a design idea that brings the most important factor into the spotlight - the individuals who will use the intermodal node (CATCH_MR);
- ✓ Stockholm, Sweden: In the regional Transport, Mobility Management and Spatial Planning all the authorities in the region responsible for transport, traffic and/or, land-use planning are involved in the integrated planning process (PIMMS CAPITAL);
- ✓ West Midlands County Region, United Kingdom: It focuses on public engagement and consultation including the involvement of minority groups and disability groups, establishing governance arrangements with partnering authorities, developing integrated transport strategies in close collaboration with businesses and private sector partners, establishing strong links between transport and the economic and spatial strategies for the region (PIMMS CAPITAL);
- ✓ Worcester, United Kingdom: Worcestershire County Council has sought to significantly enhance the efficiency of its transport network, capitalising on the development of sustainable infrastructure, improving transport services and delivering intuitive smarter choice measures (PIMMS CAPITAL);
- ✓ Treviso, Italy: The Province of Treviso's road safety project, called 'Prevention of road accidents and dissemination of the culture of safety', aims to raise young people's awareness of road safety, improve their driving skills and reduce road accidents (PIMMS CAPITAL);
- ✓ Cambridge, United Kingdom: The Better Bankside Travel Plan is a complete package of measures and initiatives t aims to reduce the need to travel and encourages all those working in, living in, and visiting Bankside, to select the most sustainable mode of transport for their journey to, from, and within the Bankside area. The measures introduced in this Travel Plan, focusing on bicycle travel, propose other modes of transport offering the user a series of benefits that contribute to reducing car traffic (PIMMS TRANSFER);
- ✓ Reggio's Electrical Experience: The initiative consists in offering the possibility to hire electric vehicles (without a driver). The service guarantees the efficiency of the vehicle and aims at overcoming

preconceptions surrounding electrical vehicles (high purchasing costs, - after sales service costs). The target population consists of Public bodies and companies, private companies and, ultimately, citizens (MMOVE);

- ✓ Brighton & Hove: JourneyOn Travel Awareness/Marketing Campaign promotes sustainable transport and health messages in Brighton & Hove. It was launched to support the introduction of a personal travel planning programme designed to influence travel behaviour among a target population group (MMOVE);
- ✓ Ulm: Car to Go – Car Sharing This is a new car sharing project based on scientific research offering a new way of managing car sharing. It is run by Daimler, which has a research institute (MMOVE);
- ✓ Mölndal: Health commuters. The idea of the Health commuter campaign is to encourage car drivers to test cycling to work instead of driving and focuses directly on changing travel behaviour, It has been rather successful so far (MMOVE);
- ✓ Flexible Transport System: the FLIPPER project presents a set of interesting and innovative practices:
 - DRT routing in high density areas;
 - Services models for DRT in rural areas (low technology services);
 - Use of Volunteers to manage DRT;
 - Sharing call centre services for flexible transport / call;
 - Use of DRT for disabled 'users'.

3.4.5 Interesting or innovative results

Altogether, the Projects have analysed more than 300 Good Practices, and a large number of transfers have already occurred. Several of these transfers have been successful and contributed to improving the state of mobility in many European Regions.

This analysis can be more easily carried out on the projects that have already concluded this transfer process, as it is more difficult to evaluate the (potential) outcomes of the ongoing projects.

Nevertheless, as we have seen, all the projects have achieved interesting results, albeit to different extents, that could be useful for other projects or for other regional authorities. In this chapter, we can mention the results that are of particular significance due to their potential impact or their importance at the European level.

To begin with, we can mention a set of policies and methodologies adopted by the Regions.

- ✓ The experience carried out in the Gothenburg Region (CATCH) based on a participative approach to land and transport planning. This approach is important and can help persuade other Regions or local authorities to use this approach in planning procedures involving many stakeholders and different administrative bodies. It represents an effective tool for achieving consensus and allows the focus to be placed on the most viable solutions.
- ✓ The defining of integrated transport plans for metropolitan areas, taking account of environmental variables and diversified and integrated transport techniques and media. A particularly interesting experience is the one used in Paris Ile-de-France (CAPRICE) which is a good example of a systematic approach to defining the needs, targets, and plans covering the whole spectrum of mobility modes and issues. This is a significant methodological example that can be disseminated in large urban areas.
- ✓ Another specific experience, which aims at enlarging the range of mobility techniques integrated in urban mobility plans, is the case of Stockholm where the new plan also includes a set of Mobility Management actions as part of the overall urban mobility system.
- ✓ Several Regions/Authorities have opted for integration, especially with regard to public transport plans, both in large urban areas and large Regions. Among the identified Good Practices, there are several examples of integrated public transport organisation and re-design (Berlin, Brandenburg, Budapest, West Transdanubia, Moravia-Silesia, Stockholm, etc.). A particularly interesting experience can be seen in the West Midlands County (PIMMS CAPITAL), with an Integrated Transport Strategy based on a set of practices: public engagement and consultation including the involvement of minority and disability groups, establishing governance arrangements with partnering authorities, developing integrated transport strategies in close collaboration with businesses and private sector partners and establishing strong links between transport and economic and spatial strategies for the Region.
- ✓ A Topic currently in the spotlight is related to the public transport tendering process and methodologies; it has been the object of transfer from Berlin and Paris to Bucharest and especially to Warsaw (CAPRICE) where it led to the adoption of a new strategy for managing the transition from a completely public managed public transport system to a mixed-scheme that includes the presence of private operators. This model could be of interest to those Regions looking to such a transition (especially in the new Eastern Europe Member States).
- ✓ Travel planners provide useful support for public transport users and should be disseminated and accessible in all Regions that have multimodal transport networks involving different operators. The travel planner developed by VBB Berlin and subsequently transferred to ZTM Warsaw is a good example

of a multimodal integrated tool of this kind. Of course the specific implementation is based on commercially available tools and must be specifically tailored, but the methodological framework can provide a significant input for other Regions and Cities.

- ✓ The creation of interchanges is a technique widely used in cities to organise modern transport systems, but it does imply a significant amount of organisational and technological components. A good interchange system needs an accurate design and analysis. The London case analysed within the CATCH Project led to the production of an interchange Good Practice guideline. A similar analysis has been carried out in Gothenburg, but the manual is so far only available in Swedish.
- ✓ A particular case is represented by DRT, which has been extensively considered by the FLIPPER Project and has been addressed by some of the Good Practices in other Projects. A specific focus on rural areas is original and interesting in the way it significantly helps the public services in low-demand areas and, for this reason, it could be interesting to many other European Regions, to promote its development. It is the application on Flexible Transport techniques aimed at low-demand rural areas.
- ✓ A notable outcome of the FLIPPER Project are the 'DRT handbooks', which provide guidelines for their implementation, from a technical and legal point of view, as well as a methodology to evaluate the characteristics of a DRT.
- ✓ A comprehensive and innovative approach to developing a Local Travel Plan for a wide area is the one currently being used for the Cambridge – London area (Better Bankside and Cambridge Science Park - East Anglia) in the PIMMS TRANSFER Project. It consists of several different integrated initiatives (it provides mobility centres with information, events, discounts, devices, etc.) both for public and private (even small) companies. The various measures introduced in this Travel Plan, focusing on cycling and walking, constitute a complete package that can be used alongside the different promotional transport-related actions and offers a series of benefits to the user as well as contributing to reducing car use.
- ✓ A different approach has been applied in the Hessen Region, but it also represents an interesting example of Mobility Management plans applied to large industrial realities.
- ✓ BeMobility, in Berlin, offers other cities an innovative solution for integration across 'traditional' public transport services and bike and car sharing, through an integrated access and payment system. This was a pilot action, which will now be extended, but it is significant as an example of how to successfully integrate different urban mobility services.

We must reiterate that, when we speak about the potential of capitalising on the Good Practice models identified by the Projects, in the large majority of the cases, it will be necessary to carry out an accurate feasibility and transferability analysis so as to define the real possibility and to adapt the implementation to local conditions and constraints.

For the ongoing Projects, it is possible to outline the most important Topics they tackle and identify the commonalities that exist between some of the ongoing Projects and the completed ones, potentially allowing the outputs of the latter to be used as inputs for the former.

Some Projects address areas that are extremely important in terms of the contribution they could make.

The first is EPTA: the aim of the Project is to develop a common model for organising a Public Transport Authority (PTA), taking into consideration the different legislative environments of the different Member States. This common model will be transferable and adaptable, so as to be used for the successful setting-up or (re)organisation of a PTA. The second is ECOTALE. The project includes Good Practices related to the internalisation of external costs with a wide spectrum of factors taken into account, including costs generated by congestion, pollution, accidents and road safety. The different solutions adopted, not only within the Project partners but across Europe, have been identified and studied. The issue is important and can help policymakers achieve more balanced policies in the field of mobility. The Project aims to produce a portfolio of 'Guidelines of transferability' for each of a restricted set of selected Good Practices to help public bodies better understand the applicability of these techniques.

The third is POSSE, aimed at encouraging the use of ITS for sustainable urban policies through the transfer of Good Practices from the UK and Germany to follower cities elsewhere in Europe and to support the development of appropriate European wide open specifications and standards. ITS need to be standardised, and this Project could provide a relevant contribution in this respect. A Good Practice Guidelines will be delivered.

Moreover, there is a set of projects that deal with ITS- related issues, from different perspectives. In fact, RITS-NET aims to promote the widespread use of ITS through regional ITS implementation plans. This Topic is very important too because ITS are a powerful tool for improving the efficiency and accessibility of public transport services, rationalising modal choice, and making roads safer. In addition, POLITE addresses Infomobility, notably the problem of providing travellers with adequate and complete information on the Public Transport (PT) services available in a region, at different geographic levels. Coordination between these different Projects which share common traits is important. MOG focuses on transport in rural areas, where the demand is always low and often spread across the territory and where PT often plays a very

marginal role. The project also aims at finding solutions to ensure PT services for rural areas by seeking to adopt innovative solutions that do not entail traditional PT line services. An important comparison and link can be made with the FLIPPER project with regard to all the Topics related to DRT in rural areas. The work carried out within FLIPPER could be an important input for future work in MOG. The evaluation of economic and generalised costs is a key factor for capitalisation and the link with the ECOTALE project, which deals with the internalisation of external costs could be methodologically important, since an evaluation of the social, environmental, and general costs is important to give a clear view on the feasibility of adopting the transport solutions proposed.

The SUM Project mainly deals with electric mobility; the main common trait with the concluded projects is with MMOVE with regard to the experience of Reggio Emilia in the use of electric vehicles.

Finally, CYCLE CITIES which, is of course, focused on promoting the widespread use of cycling, could have significant linkages with the work carried out in MMOVE and PIMMS CAPITAL Projects and, to a lesser extent, with the CATCH_MR Project with respect to bike sharing.

3.4.6 Core pre-requisites for successful implementation

Changing the structure of mobility and transport in Regions is quite a complex problem. It implies many different coordinated actions, the availability of infrastructures and vehicles, and requires long-term action provided in several integrated steps. Each of these steps can achieve partial results in the desired direction if they are all coordinated and fit synergetically together.

For this reason, almost all the European States request the regional or Local Authorities responsible to develop a mobility plan (it may be sometimes called differently). It should be the main tool to define the regional policies for sustainable mobility. The environmental dimension and different externalities in general are now being integrated into the plan.

These plans, which represent an overarching vision of the desired mobility framework, can be considered as the first pre-requisite for the implementation of regional policies.

Although it is difficult to ascertain from the information available in the Projects, it seems that the majority of the Regions have their own general policy framework in the field of mobility, defined through these plans. Their participation in the INTERREG IVC Programme is intended to enhance the potential of such policies and improve governance skills. For this reason, several Regions have chosen to focus the Projects mainly on Topics related to mobility and public transport planning.

Many of the actions carried out within the various projects are related to specific Topics, pilot actions, and mobility services, which contribute to this general framework. In focusing our attention on the transferability of specific Good Practices or policies identified by the Projects, we have neglected to analyse the transferable pre-requisites to transfer. The examining of pre-requisites or pre-conditions is a very important part of the Good Practices analysis and it are not always performed to the proper degree, and the results of any such analysis are not always reported in the Project documentation. This lack of analysis (or reported information) makes it difficult for others to understand if the identified Good Practice is really applicable in their environment, even if it is in line with their general policy. Of course, this does not affect the results of the Project, since the internal transfer (of Good Practice or policies) can only take place after a feasibility analysis, but it may reduce the potential for transfer outside the Project.

3.4.7 Synergies among the projects

- ✓ CAPRICE: The most important potential synergy with other projects is with the CATCH_MR project that deals with sustainable transportation issues in metropolitan areas.
The project is already completed, so the relationships with other European projects and initiatives cannot represent an input to the project itself. During the project (2010-2012) there were links with the EU-Spirit network (FP6) and with the EMTA network (European Metropolitan Transport Authorities).
- ✓ CATCH_MR: The most important linkage with other projects is in the CAPRICE project that deals with capital regions integrating collective transport with a view to increasing energy efficiency.
During its implementation (2010-2012), the project worked with URBACT LUMASEC (Land Use Management for Sustainable European Cities) project and cooperation with EUROCITIES.
- ✓ FLIPPER: The most important potential synergy is with the MOG project. The methodologies and opportunities for adopting DRT in a rural environment developed in the FLIPPER framework could be fruitfully used by the MOG project. In fact, new solutions for sustainable transport in the rural environment are the focus of this project. It should be noted that a significant part of the work that needs to be carried out in the MOG project concerning DRT could be largely derived from FLIPPER.

The project has developed an interesting and complete online library containing several documents about DRT. The thematic specific focus of FLIPPER has made it possible to have a comprehensive analysis of the state-of-the-art and to collect significant available documentation. The project itself is a result of the preceding INTERREG programme.

- ✓ MMOVE: Numerous relationships can be found with several projects, since the approach used in MMOVE was 'horizontal', and therefore addressed many of the Topics tackled by the other projects as well.

We should underline that the target of the previous CIVITAS Programme was specifically medium-sized cities. In this context, a large number of sustainable mobility actions have been implemented, which are related to the same themes and to the same application environment.

- ✓ PIMMS CAPITAL: PIMMS CAPITAL successfully regionalised the approach used by PIMMS (INTERREG IIIC) and extended in PIMMS TRANSFER (INTERREG IVC) and the ongoing INVOLVE project.

The project also involves an extensive range of stakeholders at the local and municipal level, this is essential for the successful adoption of regional Action Plans in mobility management, including other sources of Good Practices and expertise, notably other EU-funded projects (IEE, INTERREG IVC (MMOVE)) and networks (EPOMM, ELTIS, CIVITAS, POLIS, ERRIN) and demonstrates how mobility management can add value to the ERDF-funded capital investment in 'hard-measures', especially in public transport in convergence regions.

- ✓ PIMMS TRANSFER: PIMMS TRANSFER extended and promoted the 'transfer methodology' developed in PIMMS (project funded under INTERREG IIIC).
- ✓ EPTA: The Project addresses all the functions of a PTA - so the work carried out within CAPRICE and CATCH_MR concerns PTAs. Moreover, it is important to consider a possible synergy with the work being done by ECOTALE on external costs. Lastly, some aspects related to the regulatory framework applying to DRT could be shared with the MOG project, based on the work undertaken within the FLIPPER Project. There is a specific focus in CAPRICE, which is devoted to the 'Methodology used to draw up contracts for public transport services', based on the experience transferred from Paris and Berlin to Bucharest and Vilnius. This could be significant for EPTA. CATCH_MR identified some Good Practices that could be related to EPTA, namely the creation of a transport authority in Budapest and the funding of PT in Berlin-Brandenburg. The issue of the internalisation of external costs should also be taken into account in the evaluation of PT investments such as in tendering procedures. On this point, the ECOTALE project intends to define a general methodology; interaction between the two projects could be beneficial if the outcomes from ECOTALE prove to be significant and if the timing allows for the use of these findings by EPTA.
- ✓ RITS-NET (which focused mainly on the dissemination of ITS in the Regions), POLITE (which mainly targeted traveller information systems - a special subset of ITS) and POSSE (which deals with the use of open standards for ITS application in public administrations) could fruitfully cooperate and share experience and information. The aspect of open standards could provide a methodological and market framework to the applications analysed within the Projects. PPLITE and RITS-NET can offer POSSE another opportunity to explore the possibilities of open standards in a real environment and to involve additional players in the Forum. They have already established an initial contact, and a preliminary cross analysis of the Projects is in progress. The theme of travel planners has also been addressed in other concluded projects, such as CATCH_MR.
- ✓ SUM: It seems that there are no substantial synergies with other projects dealing with the project's main theme - ELECTRIC MOBILITY – focused on promoting the use of electrical vehicles, which can be of special interest if it based on a wireless network for charging electric buses.
- ✓ MOG: An important potential synergy could be developed with the FLIPPER project with regard to all the Topics related to DRT in rural areas. The work developed within FLIPPER could provide an important input to the work to be developed on this Topic. As the evaluation of economic and generalised costs is, as we have seen, a key factor in capitalisation, the relationship with ECOTALE concerning the internalisation of external costs could be methodologically important, as the evaluation of the social, environmental, and general costs is important, so as to give a clear view of the feasibility of adopting the transport solutions proposed.
- ✓ INVOLVE: As the Project deals with a wide range of Topics, a large number of commonalities with the other projects exists. INVOLVE itself, in its Good Practices survey, has included results from some of the

concluded Projects. Given the particular approach selected by the Project, this kind of relationship would seem to be sufficient. In particular the INVOLVE Project has a lot of Topics in common with different concluded Projects (CAPRICE, PIMMS CAPITAL and Transfer and CATCH_MR) and could benefit from the work carried out by them.

- ✓ ECOTALE: only a few of the Good Practices and experiences identified within INTERREG IVC Projects could have relevance for this Project, as the Topic of this Project is very specific. But the outcomes of this Project could be very useful for other Projects, as already mentioned.
- ✓ CYCLE CITIES: In the methodological guide for organising the workshops, special importance is placed on the EU projects relevant to CYCLE CITIES. This could be a useful tool for exploiting synergies among other projects considered in INTERREG IVC, like MMOVE, PIMMS TRANSFER, FLIPPER and CATCH-MR. For this reason, the CYCLE CITIES project will exploit the knowledge gained through these projects and create synergies between them.

The EU projects considered are the following:

- ✓ urBike;
- ✓ Baltic Sea Cycling;
- ✓ CIVITAS;
- ✓ ACTIVE ACCESS;
- ✓ PRESTO – ‘Promoting Cycling for Everyone as a Daily Transport Mode’;
- ✓ OBIS (Optimising Bike Sharing in European Cities);
- ✓ Connected Cities;
- ✓ BYPAD: Bicycle Policy Audit.

Different projects about car sharing have been developed within the European FP7 framework (MOSES, momo car-sharing). Even if not specifically related to low-demand areas, they may provide useful input.

The FP7 PORTAL project can give a good overview of the project within the FP programmes devoted to PT regulations and has produced useful documentation.

EMTA (European Metropolitan Transport Authorities) is an association of PTAs across Europe, which could provide interesting information but could also be a stakeholder in the project of defining the model and its capitalisation process.

SIPTRAM Project by the association ICLEI was devoted to tendering processes in PTAs.

3.4.8 Specific recommendations

These recommendations will, of course, be directed mostly at the ongoing projects. The majority of the projects deal with tried-and-tested and widely available mobility applications, which are simple in their level of innovation. Their originality generally varies depending on the application environment. The selected practices / policies are related to dozens of different Topics, and for each of them a separate analysis should be conducted. Some aggregated recommendations can be drawn, however.

At first glance, we can provide some general recommendations that could apply to all the projects, (albeit to different extents, as the partners evaluation of the single projects are somewhat different).

- ✓ Most of the projects limit the definition of Good Practices to practices applied solely by the project partners. The Good Practices selection process should take into account and encompass (as some of the projects do) a wider policy environment, so as to ensure a higher quality and to promote innovation.
- ✓ When selecting the Good Practices, an analysis (even if only a simple one) should be carried out on how the practices are related to the state-of-the-art of the specific applications. By ‘state-of-the-art of the specific application’, we are not referring to the state-of-the-art in absolute terms (i.e. the most innovative applications) but to the application of the technique in the specific environment (for example the Blue Area methodology is actually a mature practice, but the way it is applied in small cities is, of course, novel).
- ✓ The projects should focus their attention on a limited number of Good Practices, seek to enhance the level of significance of the selected Good Practices and carry out an accurate transferability analysis. This means they need to point out the preconditions under which transfer is possible as well as the different aspects that have to be tailored and how to go about doing so. Transferability guidelines are needed to fully exploit the capitalisation potential.
- ✓ The potential impact of the different Good Practices varies over the time. In order to promote uptake, an evaluation of the potential impact of the selected Good Practices is essential.

If we look at single projects, it is possible to tailor specific recommendations.

EPTA

A significant amount of theoretical and scientific documentation has been developed on the EPTA Topics, and the project is clearly aware of this and will benefit from it. The work carried out, both in analysing the Good Practices and in defining the model, should pay considerable attention to its use as policy and to the political dimension. All the choices made in this field are determined by policy, including subsidies for PT, pricing schemes, the level of the services provided and the modalities for tenders, etc. Consequently, the analysis should take into account the needs of the public administrators, and should make sure the documents produced are comprehensible and stimulating for them. Maybe, special communication tools should be provided for public administrators and decision-makers.

POLITE and RITS-NET

Guidelines for the use of ITS, with a clear view of the opportunities provided by the different types of systems considered and the problems they can help to solve, need to be produced. These Guidelines should mainly target non-specialists and policymakers, and should therefore be clear and simple.

Special attention should be placed on the methods used to assess the economic viability of the various ITS, given that this aspect is one of the main drivers/barriers for their implementation.

Consider creating a synergy between the two ongoing projects and the Posse project.

POSSE

The potential of Open standards is not well-known in the mobility environment, so an effort needs to be made to disseminate the ideas and the main concept.

There is an unbalanced relationship between Public Administration and technology providers on the market, who often prevent even the consideration of adopting open standard solutions. The Project should not only stress technical aspects, but also organisational ones related to the procurement process, maintenance, the defining of specifications, the required skills, etc., in order to enable the Public Administration to benefit fully from all the potential advantages. The project seems to be going in this direction anyway.

Take the opportunity to involve the two parallel projects Polite and RITS-NET as an additional arena to promote open standards and to show their effectiveness.

ECOTALE

At this stage of development, the only recommendation that can be provided is to focus attention on the most relevant Topics and techniques, those which are closest to the core problems encountered in the internalisation of external costs, placing other more minor topics in the background.

Particular care must be taken in the preparation of the 'Guidelines for transferability' for each of the restricted sets of selected Good Practices, as this could be in itself a remarkable result, suitable for wide dissemination. An important point to be considered when drafting this document is to adopt a non-specialist language that is understandable to policymakers and non-specialists; in fact, different manuals about externalities exist, but they are mainly aimed at specialists and are therefore not so easy to read.

SUM

To increase the potential for transferability of electric vehicles and charging systems, the project should address the problem of standards, especially for the most technologically advanced Good Practices, involving cross-border charging facilities, equipped itineraries or intelligent charging grids. E-mobility is an integral part of the 21st century energy concept. The standardisation of electric mobility infrastructure (charging arrangements and protocols) is a priority for a comprehensive long-term European energy strategy, since standards are used as a basis for regulations. The projects should explore the possibilities of knowledge transfer on these aspects to other regions in order to assess their interoperability.

Another recommendation would be to strengthen the activities aimed at enhancing other regions' experiences with electric vehicles: running demonstration programmes to test both the technologies and the way they are used. It would be useful to explore any niche areas that are already accessible and more favourable to the deployment of electric vehicles: green procurement procedures and public fleets, car sharing schemes, small size fleets (e.g., Municipalities).

INVOLVE

Even if the aim of the Project is more focused on disseminating knowledge and raising awareness than accomplishing real Good Practice transfers, one recommendation that can be made is to limit the number of Good Practices chosen, selecting those that the project itself considers to be the most interesting. This does not necessarily mean the most innovative or challenging, but maybe the most original and less known cases, even if they are relatively simple, or those with a potential for wider impact. In analysing and explaining these practices, a clear description of the benefits and of the techniques necessary for their proper implementation should be provided.

Another important recommendation, with the purpose of making analysis easier, is to cluster the Good Practices into homogeneous areas, analysing the most interesting and then presenting similar ones, while also noting the main differences.

MOG

- Focus the project on the most promising Good Practices avoiding using resources on Topics that are too general or not directly related to the core theme of the project (such as subsidies for PT or very specific tourism initiatives)

Take advantage of the achievements of the FLIPPER project with regard to DRT techniques for low-demand areas

-> Devote attention to defining a methodology for evaluating the costs and the economic viability of the transfer of the selected Good Practices, as this is one of the main means of ensuring transferability.

Provide a clear multi-perspective view of the preconditions to the transferability of the Good Practices considered and generalise the methodology used to analyse this transferability as much as possible.

4. Key Policy Messages and Conclusions

4.1 Key policy recommendations

The development of sustainable transport policies involves reconciling environmental, social, and economic objectives. The development of the transport sector is fundamental for facilitating the free movement of people and goods, which is crucial to the social, as well as to the economic dimension of European integration. regional policies should foster measures for the transport sector that will help meet the European commitment to a low-carbon economy (20-20-20 European targets).

These Policy recommendations will be grouped into six categories:

- integration of land use and transport planning,
- integration in the framework of urban mobility,
- internalisation of external costs,
- public awareness and promotion,
- and public transport and mobility services.

All these recommendations aim at increasing the sustainability of transport.

Sustainable and integrated planning approach: land use and transport

- The integration of transport into general land use planning; joint spatial and transport planning is key to a balanced urban development. However simple and evident it may sound, it is one of the most complex processes to achieve because there are many local constraints and organisational and cultural barriers. Traditionally, urban planning has functioned independently responding to several logics (architectural, economic, social, etc.) where the priority was the construction of buildings, urban development, and infrastructure. Mobility needs were only to be solved 'after' these priorities, in mobility engineering practices. This has led to dramatic damage to the structure of cities, has encouraged the use of cars and induced a very high increase in mobility demand that is very expensive to meet, not only in economic terms, but also from a general social and environmental perspective. Evidently, the past will continue to represent a severe barrier to charting a different course, but it is now very important to adopt this new approach, even if this means a change in the traditional ways of thinking, modifying the way institutions are organised, overcoming cultural barriers and shaping behaviour and, frequently, modifying deep-rooted interests. An integrated approach means conceiving the structure of the city and the distribution of services and social functions over the territory in such a way as to find the best way or reconciling the general social costs generated by the distribution of social functions and those linked to new mobility-induced needs. This requires an overall vision of the land as a 'living organism', where mobility is one of the vital functions as well as the ability to consider the whole set of related social costs. For all these reasons, this Topic is key to a balanced future development of Regions, including their mobility system, and should be pursued by policymakers and awareness on it should be raised.
- More new living environments and important new land developments must be designed taking into account the transport systems, even in non-conventional ways (see for example the car-free housing experience, such as in Hamburg and Bremen); a new urban planning paradigm must be adopted to improve liveability and achieve a lifestyle that is less dependent on private cars and fossil fuels.
- This approach has to be pursued over a long-time period and can be profitably exploited when this vision is able to converge the different political and social positions; it is important to achieve the widest possible consensus on these processes among policymakers, citizens and stakeholders: even if difficult, this result can be achieved with a large civic participation at the early stages of the planning and design processes. The participative approach is very time consuming and requires much effort in the first phases, but it does make the later implementation phases easier.
- The development of general and complex planning instruments, like the General Urban Plan, or the Urban Mobility Plans, can be a very important means of starting participative processes, which will ease the management of significant changes in the future. For this reason, it is important to increase the strength of SUMP as a way of tackling transport-related problems in urban areas more efficiently and to reconcile the social, economic, and environmental dimensions. In addition, in order to have a greater

impact, the development of SUMP's should focus on all modes of transport: public and private, passenger and goods, motorised and non-motorised, including parking policies.

- A key contribution to a more sustainable mobility is, as mentioned above, the reduction in mobility needs. Among all the mobility motivations, one of the most important (and less appreciated by citizens) is the systematic mobility between home-work and home-school. New organisational schemes and incentives both for work and learning, which reduce mobility needs, can be really effective in achieving a better balance. Consequently, policymakers have another important tool to achieve two different objectives at the same time: improve the quality of life, avoiding transport use or travelling altogether, and decrease the mobility demand.

These policies must be implemented, particularly at the regional level, even if some aspects, namely the defining of the criteria for the adoption of plans or new rules on teleworking are subject to national legislation.

Integration into the framework of urban mobility

- ✓ Urban mobility must be conceived and managed as a whole. The Integration of different modes of transport and services is key to achieving a better modal split and to allow people, especially in areas where the public transport and services offer is high, to give up using their individual cars.
- ✓ Provide an integrated approach to transport: In the planning and operational stages, consider all modes of transport. Go beyond the conventional public transport systems, look into walking and cycling modes, shared modes and pay special attention to other critical components of the transportation system, such as urban goods distribution.
- ✓ Traditional mass transit systems are not always the right solution to all problems, even in large cities; The needs of modern mobility change over time. Public transport may attract users if it diversifies its offer with smart services and new formulas.
- ✓ Keep in mind that congestion and pollution are not the only problems related to an excessive number of cars. The public space that cars take up every day is a structural problem, especially for the urban environment. The attention of policymakers must be focused not only on persuading citizens to change their modal choices towards sustainable transport concepts, but also on reducing the number of circulating cars, which necessitates adopting a proper urban design together with smart solutions and new mobility services that can allow people to live without a car. This will free up public space which can then be allocated to more important and socially productive functions.
- ✓ Mobility management can provide mobility planners and policymakers with useful tools and solutions to develop innovative solutions designed to complement traditional public transport services and make them more flexible and sustainable (car sharing, bike-sharing, home-to-work and home-to school travel plans, support for seasonal public transport tickets, etc.).

Most of the policies addressed are related to urban mobility and the need for cooperation between regional and local municipal authorities or wide-area government bodies. Sometimes, at national levels, the legislation that defines regulations for new transport services is incomplete (car sharing is a clear example of this point). National policymakers should ensure coherency between the general legislation framework and the transportation tools and techniques that local policymakers and practitioners can use.

Internalisation of external costs

- ✓ Increasing the offer of public services is not enough to ensure the internalisation of external costs. A balanced restriction policy based on the progressive internalisation of the external costs involved in car use must be adopted, to make the use of public transport more sustainable and increase demand. Several methodologies can be used depending on the specific situation, (this represents a key point of any mobility policy.)
- ✓ In regional settings, it is more difficult to define policies to internalise external costs than in the typical urban environment. For this reason, regional investment choices should consider alternatives to constructing road infrastructures as the only means of meeting increasing mobility demands, as this will increase all the costs. They should consider investing in cheaper infrastructure for alternative modes: bicycle paths between villages, comfortable bus stops, etc.
- ✓ Limiting the use of cars often requires strong political will, but positive results can be achieved in a short time; the problem is less complex if policies like the ones mentioned above have already been implemented.

Policies aimed at internalising external costs are quite difficult and can only be developed with a strong political consensus. As pointed out, it is mainly a matter for large urban areas and cities, so cooperation among local and regional administration is essential.

Raising public awareness and promoting alternative modes

The cultural dimension of transport must not be neglected or under-estimated. Changing attitudes and social perception can help change mobility behaviours and have long-lasting effects. Of course, this process is a long one and its results are not immediately measurable, but can be effective, especially when targeted at younger generations. A strong political and administrative engagement in this aspect is of paramount importance in order to really exploit the potential of the mobility services provided (both public transport and other complementary solutions) and ensure the effective use of the resources allocated to them. Public authorities and officials have an important function as role model here. They should act as 'trendsetters' and not preach the contrary of what they do themselves.

- ✓ Such initiatives can be costly, but several formats can be adopted, including 'active citizenship' initiatives to limit cost and maximise the results.
- ✓ The involvement of private partnerships in these kind of activities is very important in order to reach a wide audience including employees and ensure the collaboration of companies and private stakeholders in the implementation of real measures.

Raising Public awareness and promoting different behaviours must be pursued at all levels, local/regional, national, and European employing different strategies and instruments. It should involve the different stakeholders as much as possible.

Public transport

Public transport remains the backbone of any alternatives to using private cars, even if forms of public transport vary greatly in large cities and small-medium cities or provinces. Public Transport must be the focus of attention for urban planners and policymakers, and must be:

- ✓ Well adapted to the mobility needs and able to follow changes in these needs over time;
- ✓ Flexible and integrated with other forms of mobility;
- ✓ Provide an 'integrated network' both physically (access to services, intermodality, timetables) and as well as in terms of services (integrated tickets and seasonal tickets, passenger' information, contact points);
- ✓ Efficient: only a high degree of efficiency can enable cities to maintain high quality public transport services in the face of increasing costs. Efficiency can mean a lot of things, but it is important to underline the role played by innovation in general and ITS systems in particular.
- ✓ The availability of economic resources to fund the public transport system is currently of paramount importance. Several examples can be inferred by the collected Good Practices, but in any case the (difficult) solution which can be found is always a balanced mix of different ingredients:
 - ✓ Specific resources from taxation (possibly specific);
 - ✓ Internalisation of external costs for balancing the marginal cost of car use and part of the costs borne by public transport users;
 - ✓ Efficiency for reducing (or at least keeping the increase to a minimum) the unitary cost of the supplied service;
 - ✓ Promote and build confidence and a positive image of public transport among citizens.

All these policies should be developed at the regional level specifically, since the regional authorities are normally responsible for public transport. Nevertheless, most of the problems are related to large urban areas, where the cooperation among several different local and wide-area institutions is of paramount importance in order to achieve the desired results. Lastly, the legislation concerning the resources available to public transport is a specific Topic to be dealt with at national level.

Intelligent Transport Systems

- ✓ ITS will play a significant role in the future in qualifying public transport and improving mobility. For this reason, the widespread use of ITS should be promoted. In particular, at least some aspects of ITS should be addressed through adequate policies at different levels.
- ✓ The use of open standard specifications and implementation tools for the ITS environment with an active involvement of European institutions.
- ✓ The adoption of standards at the different required levels to ensure interoperability of the different services across Europe and regional territories. This problem comes in many different shapes, and we can mention some of them as examples. The interoperability of charging devices for electric vehicles is a problem of ensuring standardisation/compatibility with respect to infrastructures and service payments and it certainly has to take on a European dimension. Electronic Ticketing is an important issue for the improvement of public transport quality and intermodality; the technological standards and the interoperability of the fares system must be defined at the regional level (and possibly at National level for integration with the railway system). It is evident that this process has to involve policymakers at different levels depending on the required actions.

- ✓ The use of innovative techniques for ITS such as floating car data should be promoted further, bearing in mind that these kinds of applications have at least a national dimension and can open new markets for new services. Therefore, their wider technological use should be supported through the defining of rules to market these services, allowing the possibility for Public Administrations to access and use these data for the purpose of traffic monitoring and control. Moreover, communication and interoperability standards at the national level are needed to avoid barriers and distortions in this new market.
- ✓ Moreover, it is important to foster the cooperation between the players of the automotive electronic systems and the players operating in the ITS market at the European level, since the trend will surely be towards integrating the facilities offered by the on-board electronics with the intelligent solutions provided by ITS. To be exploited, this integration needs technological and communication standards; this process often meets resistance from the automotive sector, which is inclined to adopt only proprietary solutions and neglects the interfaces with the rest of the world. A strong effort is needed at the European level to push for common standards and procedures.
- ✓ The development of ITS is imperative, but their application is often constrained by the legislative framework, which is different from country to country and can be more or less delayed as well as the possibilities that ITS can offer. Setting a clear legislative framework for many aspects related to the use of ITS (ranging from aspects concerning privacy and the use of positioning information, to the possibility of using automatically acquired images, and so on) should be a priority. In our opinion, the main rules should be defined with the involvement of different European institutions.

In relation to the Good Practices selected and analysed within the INTERREG IVC Programme, the types of actions mentioned in this report could be divided among the regional, national, and European level as follows.

At a local/regional level

- | | |
|---|--|
| ✓ Dissemination | ✓ Special professional training |
| ✓ Improve and support city-to-city cooperation (workshops, cooperation in networks of cities and stakeholder forums, awareness campaigns, etc.) | ✓ Foster innovation and spin-offs through regional innovation policies |

At a national level

- | | |
|--|---|
| ✓ Contribution to policy doctrine | ✓ Financing program criteria |
| ✓ Preparation of guidelines on specifically important Topics | ✓ Improvement of the existing legislation |
| ✓ Policy formulation | ✓ Promotional campaigns and branding |
| | ✓ Training and D&D |

At a European / international level

- | | |
|---|---|
| ✓ Policy formulation | ✓ Standardisation and interoperability (vehicles, infrastructure, communication, information and payment systems, security) |
| ✓ Financing of program criteria | |
| ✓ Preparation of Green and White Papers | |
| ✓ Setting of regulations | ✓ Promotional campaigns and branding |

4.2 General remarks

With the purpose of enhancing the capacity of the projects to produce results with a significant capitalisation (transfer) potential, some measures can be taken:

- ✓ It is important that the calls for proposals define the minimal requirements for the projects. In particular, , certain points and activities should be mandatory for the selected Good Practices and policies:
 - Transferability analysis to determine the constraints and the pre-requisites for transfer;
 - Impact analysis (even if qualitative, but in line with guidelines or methodology) to determine their transfer potential
 - A comparison with the state-of-the-art at the European level or related to a particular environment comparable to analyses undertaken by the Good Practices / policies,
- ✓ The projects should focus on the most significant Good Practices (naturally related to the project objectives and teams of partners and should avoid selecting 'marginal' Good Practices.
- ✓ The project partnerships should be homogeneous and coherent with the projects objectives.
- ✓ Exchanges/synergies among similar projects are important.

To improve the selection of Good Practices by each project, a 'two step' selection process could be adopted: to allow the projects to develop the proposal according to the methodologies mentioned with a (at least) partial coverage of the costs, and then in a second stage selecting the best projects.

- ✓ For specific Topics that are considered particularly important for the European regions or strategic at the EU level, thematic calls specifying the focus the projects might be of interest including additional requirements for the terms of transfer.

Annexe 1: Sustainable Transport Projects Factsheet

Fifteen Projects:

Project acronym	Project name	Detailed topic
CAPRICE	Capital regions integrating collective transport for increased energy efficiency	Supporting energy efficiency in public transports
CATCH_MR	Cooperation Approaches to Transport Challenges in Metropolitan Regions	Supporting greening transports
<u>CycleCities</u>	European cities for integrating cycling within sustainable mobility management schemes	Integrating cycling into urban mobility management schemes.
ECOTALE	External Costs of Transport and Land Equalisation	Introducing criteria and policies for a wider internalization approach to land use and environmental planning
EPTA	European model for Public Transport Authority as a key factor leading to transport sustainability.	Increasing public transport sustainability focusing on environmental, energy and economic aspects
FLIPPER	Flexible Transport Services and ICT platform for Eco-Mobility in urban and rural European areas	Improving flexible transport services against pollution
INVOLVE	Involving the private sector in Mobility Management	Increasing modal shift towards more sustainable forms of travel to and in business areas
MMOVE	Mobility Management oVer Europe : Changing Mobility Patterns	Change in mobility management
MOG	Move On Green	Improving regional policies on sustainable transport in rural areas
PIMMS CAPITAL	Capitalising on Partner Initiatives in Mobility Management Services	Transferring mobility management good practices into Structural Funds regional programmes
PIMMS TRANSFER	Transferring Actions iN Sustainable mobility for European Regions	Promoting alternative modes of transport to the car
POLITE	Policy Learning in Information Technologies for Public Transport Enhancement	Providing travellers with adequate & complete information on the Public Transport services
POSSE	Promotion of Open Specifications and Standards in Europe	Encouraging the use of Intelligent Transport Systems for sustainable urban policies
RITS-Net	Regions for Intelligent Transport Solutions Network	Fostering the sustainability of regional transport policies through the use of Transport Telematics or Intelligent Transport Systems
SUM PROJECT	Sustainable Urban Mobility	Promoting sustainable mobility in urban areas (using electric vehicles)

Project acronym	Number of partners ¹	Country of the LP ²	ERDF funding (€)	Total budget (€)	Starting date	Ending date	Type of project
CAPRICE	5	GERMANY	885 468	1 110 368	01/10/2008	30/06/2011	RIP ³
CATCH_MR	13	GERMANY	1 394 003	2 004 602	01/01/2010	31/12/2012	RIP
<u>CycleCities</u>	8	GREECE	1 304 744	1 599 859	01/01/2012	31/12/2014	RIP
ECOTALE	9	ITALY	1 216 715	1 543 663	01/01/2012	30/06/2014	RIP
EPTA	11	ITALY	968 777	1 346 448	01/01/2012	30/06/2014	RIP
FLIPPER	12	ITALY	2 088 025	2 695 700	01/09/2008	30/11/2011	RIP
INVOLVE	12	GERMANY	1 440 912	1 849 618	01/01/2012	31/12/2014	RIP
MMOVE	13	ITALY	1 438 008	1 851 265	01/11/2008	31/01/2012	RIP
MOG	13	SPAIN	1 288 641	1 621 360	01/01/2012	31/12/2014	RIP
PIMMS CAPITAL	16	GERMANY	1 381 609	1 761 710	01/10/2010	30/11/2012	CAP ⁴
PIMMS TRANSFER	15	UNITED KINGDOM	2 369 476	3 017 739	01/11/2008	31/12/2011	RIP
POLITE	7	ITALY	997 099	1 272 679	01/01/2012	31/12/2014	RIP
POSSE	10	UNITED KINGDOM	1 241 295	1 840 282	01/01/2012	31/12/2014	RIP
RITS-Net	9	ITALY	1 160 965	1 453 776	01/01/2012	31/12/2014	RIP
SUM PROJECT	14	SPAIN	1 191 494	1 513 667	01/01/2012	30/06/2014	RIP
	167		20 367 230	26 482 736			

Indicators - as of Summer 2012

		Outputs		Results		
		No. of regional / local policies and instruments addressed	No. of good practices identified by Regional Initiative Projects	No. of regional / local policies and instruments improved or developed	No. of good practices successfully transferred within Regional Initiative Projects	No. of staff members with increased capacity (awareness / knowledge / skills) resulting from the exchange of experience at interregional events
Project acronym	End date					
CAPRICE	30/06/2011	5	26	2	1	20
CATCH_MR	31/12/2012	7	24	0	0	0
CycleCities	31/12/2014	7	0	0	0	0
ECOTALE	30/06/2014	6	0	0	0	0
EPTA	30/06/2014	8	35	0	0	30
FLIPPER	30/11/2011	4	28	3	19	41
INVOLVE	31/12/2014	11	27	0	0	33
MMOVE	31/01/2012	11	39	4	5	63
MOG	31/12/2014	12	1	0	0	0
PIMMS CAPITAL	30/11/2012	12	14**	8	1***	112
PIMMS TRANSFER	31/12/2011	14	206	4	13	61
POLITE	31/12/2014	6	0	0	0	0
POSSE	31/12/2014	9	4	0	0	0
RITS-Net	31/12/2014	8	0	0	0	0
SUM PROJECT	30/06/2014	9	0	0	0	0

* Projects (RIP) do not always result in the transfer of good practices, but they always have to identify good practices with a view to improving policies

** No. of good practices already identified and made available to regional and local actors involved in Capitalisation projects

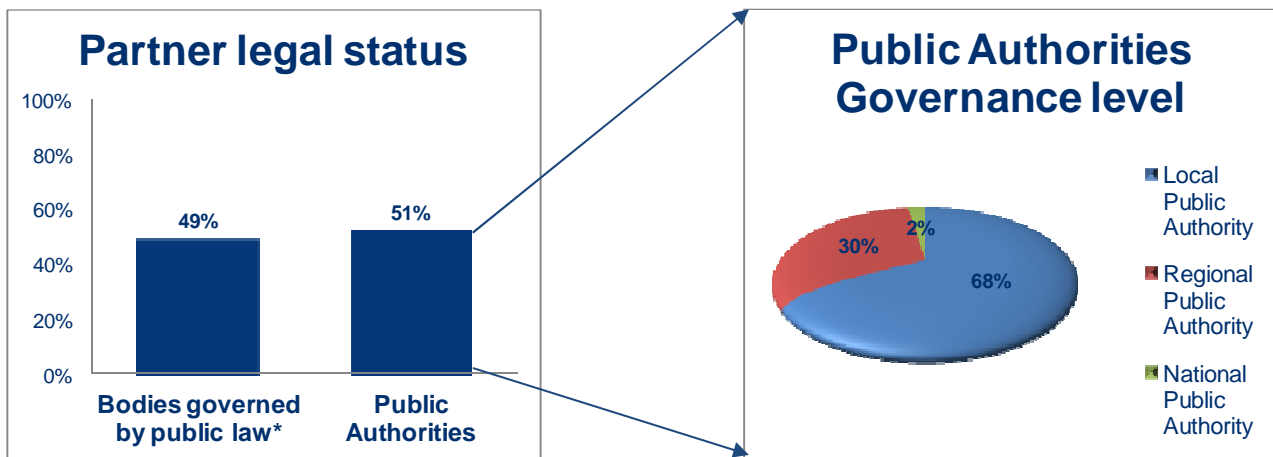
*** No. of action plans developed under Capitalisation projects

1 Representing 22 Member states + Norway

2 LP: Lead Partner

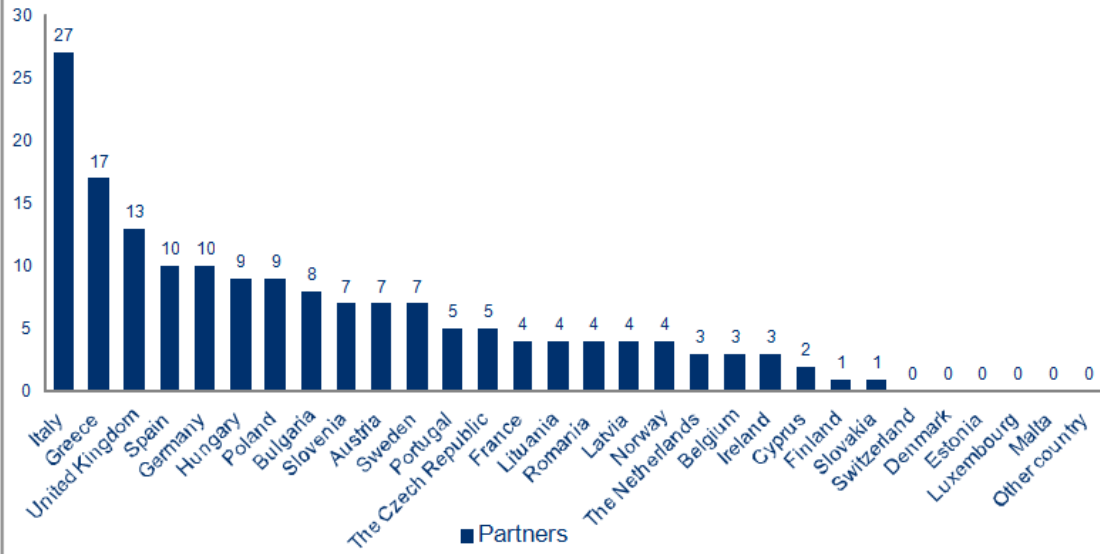
3 RIP: Regional Initiative Project

4 CAP: Capitalisation Project

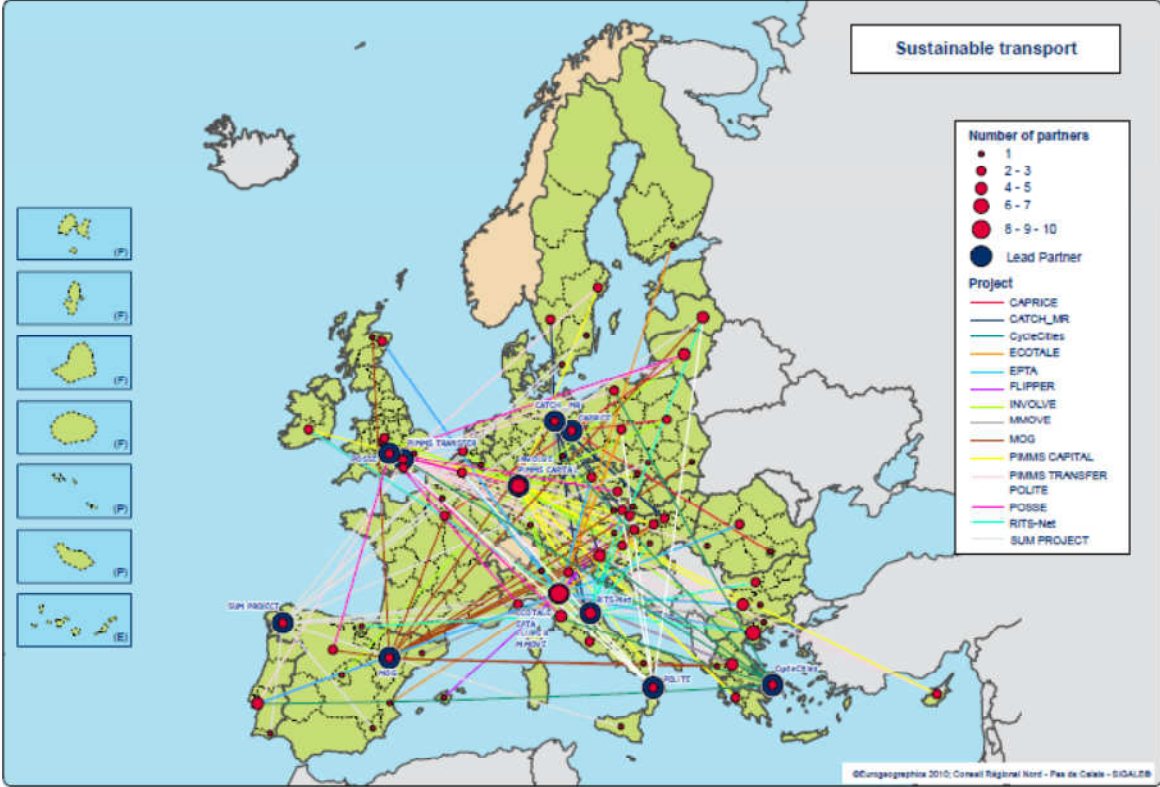


* **Bodies governed by public law:** e.g. Regional and local development agencies, Public universities etc.

Number of partners per country



Annexe 2: Sustainable Transport Partnership Map



Annexe 3: Sustainable Transport Analysed Projects

3.1 Supporting energy efficiency in public transports

CAPRICE

Capital regions integrating collective transport for increased energy efficiency

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport



TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/10/2008 - 30/06/2011

Website: www.caprice-project.info

BUDGET

Total budget: €1 110 368

ERDF contribution: €885 467

PARTNERSHIP



	Country	Institution, Town
1	Germany	Public Transport Authority of Berlin-Brandenburg, Berlin
2	Lithuania	Municipal Enterprise ' <u>Susisiekimo Paslaugos</u> ' (MESP), Vilnius
3	Poland	City of Warsaw – Warsaw Transport Authority, Warsaw
4	Romania	Bucharest Municipality, Bucharest
5	France	Organising Authority for Public Transport in Ile-de-France, Paris

Lead partner:

Public Transport Authority of Berlin-Brandenburg
Hardenbergplatz 2
10623 BERLIN
GERMANY

3.2 Supporting greening transports

Catch-MR

Cooperative approaches to transport challenges in Metropolitan Regions

PROJECT DETAILS

Priority : Environment and risk prevention

Theme : Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention : Regional Initiative Project

Duration : 01/01/2010 - 31/12/2012

Website : www.catch-mr.eu

BUDGET

Total budget: €2 004 603

ERDF contribution : €1 394 002

Norwegian contribution: €103 526



PARTNERSHIP



Lead partner:

Joint Spatial Planning Department
Berlin-Brandenburg
[Lindenstrasse 34a](http://www.lindenstrasse34a.de)
14467 POTSDAM
GERMANY

	Country	Institution, Town
1	Germany	Joint Spatial Planning Department Berlin-Brandenburg, Potsdam
2	Hungary	Municipality of the City of Budapest, Budapest
3	Hungary	Budapest Transport Association Co., Budapest
4	Norway	City of Oslo, Department for Environmental Affairs and Transport, Oslo
5	Norway	Akershus County Council, Department of Regional Development, Oslo
6	Austria	Vienna City Administration, Municipal Department 18, Vienna
7	Austria	Government of Lower Austria, Department for Spatial Planning and Regional Policy, St. Pölten
8	Italy	Province of Rome, Rome
9	Italy	BIC Lazio SpA – Enterprise Europe Network, Rome
10	Sweden	The Göteborg Region Association of Local Authorities (GR), Gothenburg
11	Slovenia	Regional Development Agency of the Ljubljana Urban Region, Ljubljana
12	Slovenia	Scientific Research Centre of the Slovenian Academy of Sciences and Arts, Ljubljana
13	Hungary	BKK Integrated Transport Organising Authority of Budapest, Budapest

3.3 Integrating cycling into urban mobility management schemes

CycleCities

European cities for integrating cycling within sustainable mobility management schemes

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.cyclecities.eu

BUDGET

Total budget: €1 599 859

ERDF contribution: €1 304 743



PARTNERSHIP



	Country	Institution, Town
1	Greece	Municipality of Piraeus, Piraeus
2	United Kingdom	London Borough of Merton, Morden
3	Italy	Municipality of Genoa, Genoa
4	Portugal	Lisbon Municipality, Lisbon
5	Poland	The City of Gdańsk , Gdansk
6	Slovenia	Regional Development Agency of Gorenjska , BSC Business Support Centre, Kranj , Kranj
7	Germany	Regional Development Agency for the Region of Leipzig, Leipzig
8	Greece	National Technical University of Athens, Athens

Lead partner:

Municipality of Piraeus
[Dragatsi](#) 12
[Korai](#) square
185 35 PIRAEUS
GREECE

3.4 Introducing criteria and policies for a wider internalization approach to land use and environmental planning

ECOTALE

External Costs of Transport and Land Equalisation

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 30/06/2014

Website: www.ecotale.eu

BUDGET

Total budget: €1 543 663

ERDF contribution: €1 216 714



PARTNERSHIP



	Country	Institution, Town
1	Italy	Alma Mater <u>Studiorum</u> - University of Bologna Department of Architecture, Bologna
2	Italy	Emilia Romagna Region, Bologna
3	Finland	Aalto University Foundation (operating as Aalto University), Aalto
4	France	Institute for Urban Planning and Development of Paris Ile-de-France Region, Paris
5	Spain	<u>Mancomunitat de la Ribera Alta</u> , Alzira
6	Greece	Thessaloniki Public Transport Authority (THEPTA), Thessaloniki
7	Poland	Institute of Logistics and Warehousing, <u>Poznań</u>
8	Poland	City of Poznan, <u>Poznań</u>
9	Hungary	Central <u>Transdanubian Nonprofit Company</u> , Székesfehérvár

Lead partner:

Alma Mater Studiorum
University of Bologna
Department of Architecture
Viale Risorgimento, n°2
40136 BOLOGNA
ITALY

3.5 Increasing public transport sustainability focusing on environmental, energy and economic aspects

EPTA

European model for Public Transport Authority as a key factor leading to transport sustainability

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 30/06/2014

Website: www.eptaproject.eu



BUDGET

Total budget: €1 346 448

ERDF contribution: €968 776

Norwegian contribution: €61 700

PARTNERSHIP



Lead partner:

SRM - Networks and Mobility
Via A. Magenta, 16
40128 BOLOGNA
ITALY

	Country	Institution, Town
1	Italy	SRM - Networks and Mobility, Bologna
2	Italy	Region Emilia-Romagna, Bologna
3	Portugal	<u>Almada City Council</u> , <u>Almada</u>
4	Norway	<u>Rogaland County Council</u> , Stavanger
5	United Kingdom	The University Court of the University of Aberdeen, Aberdeen
6	Belgium	POLIS - Promotion of Operational Links with Integrated Services, International Association, Brussels
7	Bulgaria	<u>Razlog Municipality</u> , <u>Razlog</u>
8	Romania	Brasov Metropolitan Agency, Brasov
9	Greece	The PTA - Thessaloniki Public Transport Authority, Thessaloniki
10	Czech Republic	Municipality Council <u>Praha -Suchdol</u> , Prague
11	Italy	<u>ALOT S.C.a R..I.</u> Agency of East Lombardy for Transport and Logistics, Brescia

3.6 Improving flexible transport services against pollution

FLIPPER

Flexible Transport Services and ICT platform for Eco-Mobility in urban and rural European areas

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/09/2008 - 30/11/2011

Website: www.interreg4cflipper.eu



BUDGET

Total budget: €2 695 700

ERDF contribution: €2 088 025

PARTNERSHIP



Lead partner:

SRM – Networks and Mobility
(Public Transport Authority Bologna)
Via A. Magenta, 16
40128 BOLOGNA
ITALY

	Country	Institution, Town
1	Italy	SRM – <u>Networks</u> and Mobility (Public Transport Authority Bologna), Bologna
2	Italy	ATAF, Florence
3	Greece	<u>AUTH</u> – University of Thessaloniki, Transport Systems Research Group, Thessaloniki
4	Austria	BOKU - Institute for Transport Studies, Department of Landscape, Spatial and Infrastructure Sciences, University of Natural Resources and Applied Life Sciences, Vienna
5	Austria	Municipality of <u>Purbach</u> , <u>Purbach</u>
6	United Kingdom	University of Aberdeen – Centre for Transport Research, School of Geosciences, Aberdeen
7	Italy	ATL - Livorno Transport Operator, Livorno
8	Portugal	<u>Almada</u> City Council, <u>Almada</u>
9	Ireland	Ring a Link (Carlow Kilkenny and Tipperary South Rural Transport Ltd), Kilkenny
10	Spain	Insular Council of <u>Formentera</u> , <u>Sant Francesc de Formentera</u>
11	Greece	Municipal Organisation for Health and Social Affairs - Social Welfare Organisation of Volos Municipality, Volos
12	Greece	Municipal <u>Entreprise</u> of Social Protection and Solidarity (KEKPA-DIEK), Volos

3.7 Increasing modal shift towards more sustainable forms of travel to and in business areas

INVOLVE

Involving the private sector in Mobility Management

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.involve-project.eu

BUDGET

Total budget: €1 849 617

ERDF contribution: €1 440 911.84



PARTNERSHIP



Lead partner:

[traffiQ](#) – Public Transport Authority Frankfurt
 Stiftstrasse 9-17
 60313 FRANKFURT AM MAIN
 GERMANY

	Country	Institution, Town
1	Germany	traffiQ – Public Transport Authority Frankfurt, Frankfurt am Main
2	Lithuania	Klaipeda Public Transport Authority , Klaipėda
3	Spain	Regional Transport Consortium of Madrid, Madrid
4	Greece	ANATOLIKI S.A- Regional Energy Agency of Central Macedonia (REACM), Thermi
5	Italy	Municipality of Reggio Emilia, Reggio Emilia
6	Italy	ATL – Livorno Transport Operator, Livorno
7	Czech Republic	Municipality Council Prague 9, Prague
8	Slovenia	Energy Agency of Podravje – Institution for Sustainable Energy Use, Maribor
9	United Kingdom	CENTRO (West Midlands Integrated Transport Authority), Birmingham
10	Netherlands	Municipality of Roermond , Roermond
11	Poland	City of Warsaw – Public Transport Authority, Warsaw
12	Netherlands	Erasmus University Rotterdam, Rotterdam

3.8 Change in mobility management

MMOVE

Mobility Management oVer Europe: Changing Mobility Patterns

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/11/2008 - 31/01/2012

Website: www.mmove.eu



BUDGET

Total budget: €1 851 264

ERDF contribution: €1 438 007

PARTNERSHIP



Lead partner:

Municipality of Reggio Emilia
Piazza Prampolini,1
42121 REGGIO EMILIA
ITALY

	Country	Institution, Town
1	Italy	Municipality of Reggio Emilia, Reggio Emilia
2	Italy	Marche Region, Ancona
3	United Kingdom	Brighton & Hove City Council, Hove
4	Spain	Girona City Council , Girona
5	Sweden	City of Möndal , Möndal
6	Sweden	Municipality of Varberg , Varbergs
7	Germany	City of Ulm, Ulm
8	Greece	Volos Municipal Enterprise for Urban Studies, Construction and Development (demekav), Volos
9	Bulgaria	Municipality of Razlog , Razlog
10	Greece	Municipality of Kavala , Kavala
11	Romania	Metropolitan Agency for Sustainable Development of Brasov, Brasov
12	Italy	Sviluppo Marche SPA - Regional Development Agency of Marche Region, Ancona
13	Greece	Volos Development Company S.A. (Anevo s.a.), Volos

3.9 Improving regional policies on sustainable transport in rural areas

MOG

Move On Green

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.moveongreen.eu



BUDGET

Total budget: €1 621 361

ERDF contribution: €1 288 640

PARTNERSHIP



Lead partner:

Provincial government [Teruel](#)
Plaza San Juan, 1
44071 TERUEL
SPAIN

	Country	Institution, Town
1	Spain	Provincial Government Teruel , Teruel
2	Spain	Sodebur , Society for the Development of the Province Of Burgos, Burgos
3	Greece	Region of Thessaly, Regional Development Fund, Larissa
4	Greece	Region Of Epirus, Ioannina
5	United Kingdom	Shetland Islands Council, Lerwick , Shetland Islands
6	France	Euromontana , Paris
7	Hungary	Central Transdanubian Regional Innovation Agency Nonprofit Ltd (Ctria) , Szekesfehervar
8	Austria	Regionalmanagement Burgenland Ltd. , Eisenstadt
9	Slovenia	Bsc Business Support Centre Ltd. Kranj , Kranj
10	Hungary	West-Pannon Region - and Economy Delevopment Supplier Public Nonprofit Ltd , Szombathely
11	Latvia	Vidzeme Planning Region , Cēsis
12	Poland	Podkarpackie Region , Rzeszów
13	Germany	Ministry for Infrastructure and Agriculture, Potsdam

3.10 Transferring mobility management good practices into Structural Funds regional programmes

PIMMS CAPITAL

Capitalising on Partner Initiatives in Mobility Management Services

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Capitalisation Project

Fast track: Yes

Duration: 01/10/2010 - 30/11/2012

Website: www.pimms-capital.eu

BUDGET

Total budget: €1 761 711

ERDF contribution: €1 381 608



PARTNERSHIP



Lead partner:

[traffiQ](#) – Frankfurt Public Transport Authority
 Stiftstrasse 9-17
 60313 FRANKFURT AM MAIN
 GERMANY

	Country	Institution, Town
1	Germany	traffiQ – Frankfurt Public Transport Authority, Frankfurt am Main
2	Germany	Rhein-Main Passenger Transport Assoc. Service Company, Frankfurt am Main
3	Italy	Basilicata Region, Potenza
4	Italy	Veneto Region - Planning Department (Direzione Programmazione), Venice
5	Italy	Province of Treviso, Treviso
6	Ireland	Southern and Eastern Regional Assembly, Waterford
7	Czech Republic	Regional Council of Moravia-Silesia Cohesion Region, Ostrava
8	Hungary	Central Transdanubian Regional Development Agency , Székesfehérvár
9	Hungary	West-Transdanubian Regional Development Agency , Sopron
10	United Kingdom	CENTRO, Birmingham
11	United Kingdom	Worcestershire County Council, Worcester
12	Greece	Patras Municipal Enterprise for Planning and Development S.A. , Patras
13	Greece	Computer Technology Institute and Press Diophantus , Patras
14	Sweden	Swedish Transport Administration, Sundbyberg
15	Cyprus	Larnaca Municipality , Larnaca
16	Bulgaria	Sofia Municipality, Sofia

11) Promoting alternative modes of transport to the car

PIMMS TRANSFER

TRansferring Actions iN Sustainable mobility For European Regions

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/11/2008 - 31/12/2011

Website: www.pimms-transfer-eu.org



BUDGET

Total budget: €3 017 740

ERDF contribution: €2 369 476

PARTNERSHIP



Lead partner:

London Councils
59½, Southwark Street
LONDON
SE1 0AL
UNITED KINGDOM

	Country	Institution, Town
1	United Kingdom	London Councils, London
2	Austria	City of Graz, Graz
3	Sweden	County Administrative Board of Stockholm, Stockholm
4	Italy	Province of Treviso, Treviso
5	Portugal	City of <u>Almada</u> , <u>Almada</u>
6	Germany	<u>traffiQ</u> – Frankfurt Public Transport Authority, Frankfurt am Main
7	Netherlands	Erasmus University, Rotterdam, Rotterdam
8	Greece	City of <u>Serres</u> , <u>Serres</u>
9	Slovenia	Bratislava Self-Governing Region, Bratislava
10	Lithuania	Klaipeda Public Transport Authority, <u>Klaipėda</u>
11	Slovenia	City of Maribor, Maribor
12	Cyprus	<u>Larnaca Municipality</u> , <u>Larnaca</u>
13	Poland	City of Gdansk, Gdansk
14	Bulgaria	City of Sofia, Sofia
15	Romania	City of <u>Timișoara</u> , <u>Timișoara</u>

3.12 Providing travellers with adequate & complete information on the Public Transport services

POLITE

Policy Learning in Information Technologies for Public Transport Enhancement

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.polite-project.eu

BUDGET

Total budget: €1 272 679

ERDF contribution: €997 099



PARTNERSHIP



Country	Institution, Town
1 Italy	Calabrian Regional Administration (CRA) , Catanzaro
2 Italy	Province of Ferrara (PoF), Ferrara
3 Belgium	Promotion of Operational Links with Integrated Services - POLIS, Brussels
4 United Kingdom	Reading Borough Council (RBC), Reading
5 Poland	Institute of Logistics and Warehousing (ILIM), Poznań
6 Czech Republic	Transport Research Centre (CDV), Brno
7 Latvia	Latvian Transport Development and Education Association (LaTDEA), Riga

Lead partner:

[Calabrian Regional Administration \(CRA\)](#)
[Via Molè](#)
88100 CATANZARO
ITALY

3.13 Encouraging the use of Intelligent Transport Systems for sustainable urban policies

POSSE

Promotion of Open Specifications and Standards in Europe

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport



TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.posse-openits.eu

BUDGET

Total budget: €1 840 282

ERDF contribution: €1 241 295

Norwegian contribution: €113 451

PARTNERSHIP



Lead partner:

Reading Borough Council
Civic Centre
READING
RG1 7AE
UNITED KINGDOM

	Country	Institution, Town
1	United Kingdom	Reading Borough Council, Reading
2	Lithuania	Klaipeda City Municipality Administration, Klaipeda
3	Spain	Strategic Plan City of Burgos, Burgos
4	Italy	Municipality of La Spezia, La Spezia
5	Italy	Pisamo Spa, Pisa
6	Czech Republic	Transport Research Centre (CDV), Brno
7	Belgium	POLIS -Promotion of Operational Links with Integrated Services, Brussels
8	United Kingdom	UTMC Ltd, Guildford
9	Germany	OCA e.V., Frankfurt
10	Norway	Norwegian Public Roads Administration, Trondheim

3.14 Fostering the sustainability of regional transport policies via the use of Transport Telematics or Intelligent Transport Systems

RITS-Net

Regions for ITS solutions Network

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 31/12/2014

Website: www.rits-net.eu



BUDGET

Total budget: €1 453 776

ERDF contribution: €1 160 965

PARTNERSHIP



	Country	Institution, Town
1	Italy	Marche Region, Ancona
2	Ireland	South Dublin County Council, Tallaght
3	Greece	ANATOLIKI SA-Regional Energy Agency of Central Macedonia (REACM), Thermi
4	Latvia	Vidzeme Planning Region , Cēsis
5	Slovenia	Development Centre Litija , Litija
6	Bulgaria	Evroregion Pleven - Olt , Pleven
7	Austria	AustriaTech - Federal Agency for Technological Measures Ltd., Vienna
8	Spain	Gipuzkoa Territorial Transport Authority, San Sebastian
9	Hungary	BIOKOM Pécs City Management Ltd., Pécs

Lead partner:

Marche Region
[Via Tiziano](#), 44
 60125 ANCONA
 ITALY

3.15 Generating and transferring innovation in metropolitan areas through urban-rural partnerships

SUM PROJECT

Sustainable Urban Mobility

PROJECT DETAILS

Priority: Environment and risk prevention

Theme: Energy and sustainable transport

TYPE OF INTERVENTION

Type of intervention: Regional Initiative Project

Duration: 01/01/2012 - 30/06/2014

Website: www.sumproject.eu



BUDGET

Total budget: €1 513 667

ERDF contribution: €1 191 494

PARTNERSHIP



Lead partner:

Municipality of [Vigo](#)
Praza do Rei n°1
36202 VIGO
SPAIN

	Country	Institution, Town
1	Spain	Municipality of Vigo, Vigo
2	Spain	ARGEM- Regional Management Agency of Energy - Region of Murcia, Murcia
3	Portugal	Regional Agency for Energy and Environment in the Algarve, Vilamoura
4	Italy	Municipality of Messina, Messina
5	Italy	Municipality of Reggio Emilia, Reggio Emilia
6	Latvia	Riga City Council, Riga
7	Poland	City of Katowice, Katowice
8	Bulgaria	Municipality of Vratsa, Vratsa
9	Bulgaria	Sofia Municipality, Sofia
10	Bulgaria	Regional Energy Agency of Pazardjik , Pazardjik
11	France	Amiens City Council, Amiens
12	Sweden	The Skåne Association of Local Authorities, Lund
13	Sweden	Energy Agency for Southeast Sweden, Växjö
14	United Kingdom	Essex County Council, Chelmsford

Annexe 4: Sustainable Transport Thematic Workshop Report



CAPITALISATION ASSESSMENT OF THE INTERREG IVC PROJECTS
'SUSTAINABLE TRANSPORT'
FINAL REPORT

WORKSHOP REPORT

Thematic Programme Capitalisation

Thursday 15 November 2012
Committee of Regions
Brussels

Perform  *nergia*



INDEX

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FEEDBACK BY JOACHIM BERGERHOFF, STIB-MIVB, INVITED EXPERT	12
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INTRODUCTION

The main purpose of this report is to analyse the quality of the results and the development of the projects, to gather relevant information, and to continue the exchange process among the projects.

The aim is not to document the workshop itself, because this objective is achieved through the availability of the documentation resulting from the workshop itself (JTS and Expert presentations, project presentations, and minutes).

The workshop was held over a whole day and was divided into three different sessions:

SESSION A - A preliminary presentation of the capitalisation initiative, of the objectives of the workshop, of the working methodology, and of some of the preliminary results gathered by the JTS and the thematic experts;

SESSION B - Devoted to the presentation of each project;

SESSION C – Splitting the projects into different working groups, with an interactive discussion on some of the key questions formulated during the preceding sessions.

The workshop had good attendance: almost all the investigated projects (14 of the 15) were represented; some of the projects were represented by more than one individual. Almost everyone was present until the end, which was extended well beyond the schedule. The projects were represented by the following participants:

Project	Participant
FLIPPER	Dora Ramazzotti
POSSE	Rob McDonald Chris Maddocks Daniela Stoycheva
POLITE	Nicola Mayerà
SUM PROJECT	Ana Mouriz Susana González
D-Air	Sergi Alegre
MMOVE	Elisia Nardini
PIMMS TRANSFER	Gerhard Ablasser
CYCLE CITIES	Malgorzata Ratkowska
PIMMS CAPITAL	Rafael Cuesta Charlotta Palmlund
INVOLVE	Michael Dewes
CAPRICE	Cyril Aillaud
CATCH_MR	Jürgen Neumüller
ECOTALE	Luca Mestroni
EPTA	Zlatka Stoycheva Naneva Veneta Ivan Gyurov Ivo Cré
MOG	Ancuta Pasca

SESSION A – Project overview: capitalisation approach

In this session, the initial presentations were prepared by the JTS and the Experts to ensure that the two presentations would be coordinated more broadly and give a full picture of all the aspects.

The session devoted to the presentations of the projects suffered from one main problem:

Many of the 14 presentations (12 in digital support and two oral presentations– PIMMS Transfer and Cycle Cities) were too generic and general, barely focusing on the most important targets of the capitalisation exercise. Despite repeated pressure from the JTS and from the experts to cut the general aspects of the project and to focus on the core content itself or on capitalisation, the final result was still not entirely satisfactory. The presentations were sometimes protracted and evaded the key issues. This was partly due to the fact that the large majority of the projects are in their early stages, and therefore have some difficulties in identifying the findings and results that have already been achieved. In addition, the presentations were not as detailed as we might have hoped. Another disappointment was related to the presenters: sometimes they used standard presentations and were not in the least aware of all the aspects of the projects, which implied that their presentations were quite superficial from a ‘technical’ point of view.

As a result, the session did not allow for substantial interaction since the arguments presented did not provide any significant comments or debate.

SESSION B – Thematic Brainstorming Session

The parallel sessions were prepared by dividing the projects into as many homogeneous groups as possible in terms of their application (specific transportation thematic areas addressed by the projects) with the obligation of having at least one concluded project in each of the three groups. Each of the parallel sessions was chaired by one of the experts. Additionally, a set of four specific questions to be discussed had been prepared in advance and outlined at the end of the plenary session, so as to brief the participants.

These sessions were well attended and saw a lively debate centred on the specific questions. Each project outlined the most important findings (or expectations), its perception of the potential impact and value of their outcomes, the barriers, and the drivers involved in their capitalisation.

We can say that this part was satisfactory and provided a large amount of useful information not only on the specific contents of the projects and the potential capitalisation topics, but also about the attitude of the project partners toward the capitalisation issues, the methodological aspects of the project development, and so on. The brainstorming session was divided as follows:

Session	Project	Project Status
B.1 Clean vehicles / Traveller information and ITS (Moderator: Cláudio Casimiro)	FLIPPER	Concluded
	POSSE	Ongoing
	POLITE	Ongoing
	SUM PROJECT	Ongoing
B.2 Mobility Management (emphasis on cycling and active modes) (Moderator: José Paisana)	PIMMS TRANSFER	Concluded
	PIMMS CAPITAL	Concluded
	MMOVE	Concluded
	INVOLVE	Ongoing
	CYCLE CITIES	Ongoing
B.3 Governance, land use planning, and mobility (Moderator: Marco Mastretta)	CAPRICE	Concluded
	CATCH_MR	Concluded
	ECOTALE	Ongoing
	MOG	Ongoing
	EPTA	Ongoing

In each theme, project partners were invited to answer questions related to the challenges / difficulties and successes, improved good practices, and policies emanating from the projects, achieved results as well as possibilities for exploiting them. The following four questions were selected:

1. What are the most valuable and **transferable elements** (in terms of application) that emerged from your project?
2. Which of the findings from your project have the **highest potential for application, dissemination, and impact** from a European perspective? How would you evaluate this potential?
3. What are the most important **barriers and drivers** for the capitalisation for your project?
4. Did you learn of **experiences and/or knowledge from other projects** and how?

Session B.1 Clean vehicles / Travellers' information and ITS

The most discussed ideas in this session were centred on ITS – Intelligent Transport Systems – and on Electric Mobility. The session began by sharing the ideas of the most valuable and transferable components of each project. The sharing of the best ideas began with the FLIPPER project, since it was already concluded. This contribution served as a catalyst to start expanding the group's ideas and to begin an enthusiastic brainstorming session.

The contribution of the projects for the most valuable and transferable elements were:

Project	Most Valuable and Transferable Elements / Capitalisation Potential
A. FLIPPER	<ol style="list-style-type: none"> 1. Position Paper about the framework for design of feasibility studies of Flexible Transport Systems (FTS) – 'Structured Framework for Design of DRT Services' 2. Tool pilot project evaluation 3. Tool for decision-makers / Policy tool (Quiz)
B. POSSE	<ol style="list-style-type: none"> 1. Implementation of open specifications and standards of ITS
C. POLITE	<ol style="list-style-type: none"> 1. Optimisation of ITS systems in municipalities and end-users
D. SUM	<ol style="list-style-type: none"> 1. Electric mobility corridor (electric mobility charging stations – infrastructure interoperability between Portugal and Spain)

The issues with the highest potential for capitalisation were the following:

A.1 Position Paper about the framework for design feasibility studies of Flexible Transport Systems (FTS) – 'Structured Framework for [the] Design of FTS Services'

The guide for design feasibility studies is considered valuable and possesses transfer potential, since it provides a strong and consistent basis for identifying and explaining variations between feasibility study designs of Demand Responsive Systems across the different sites.

A.2 Tool pilot project evaluation

This benchmarking tool allows FTS service to be optimised in terms of user satisfaction and the economic resources and legal framework to be maximised using a seven-step methodology.

A.3 Tool for decision-makers / Policy tool (Quiz)

The policy tool aims to verify if policymakers' interest in Flexible Transport Services (FTS) is supported by an adequate knowledge base. This tool scores the decision-makers profile vis-à-vis FTS.

B.1 Implementation of open specifications and standards of ITS

The most valuable element is to foster the integration of ITS across Europe. This is limited by a lack of open specifications and standards within the sector. Overcoming this barrier would lead to a cost-effective and efficient delivery of ITS systems. POSSE will be a driver for improving policies with a view to achieving interoperability of products and systems and to improving safety and efficiency.

C.1 Optimisation of ITS systems for municipalities and end-users

One of the outputs of the POLITE project is to improve the information provided to end-users, with resources on ITS tools designed to increase the demand for public transport.

D.1 Electric mobility corridor

One of the examples that the SUM project considers to be most valuable and transferable to the other projects is the knowledge transfer on the Electric mobility cross border corridor (Vigo-Oporto corridor).

By creating an integrated and interoperable electric mobility system, this action could be a benchmark for other cities/regions.

The relevant barriers and drivers discussed during the brainstorming session are expressed in the following table.

Project	Barriers	Drivers
FLIPPER POSSE POLITE SUM	Low Demand in PT	Energy supply mix (integration of renewables into the electric system)
	Investment	Rational feasibility studies
	EC funding to develop 'the next step'	Standardisation of products and systems
	Fear of new technologies	
	Continuity in feeding the ITS system	

Main Conclusions

- ✓ In the brainstorming session, FLIPPER was the 'initial source of input' and the project generated stimulating ideas for the other brainstorms. The FLIPPER Interaction with POSSE and POLITE was discussed by the projects Lead Partner as positive, namely with regard to the 'Tool for decision-makers / Policy tool (Quiz)' practice.
- ✓ The POLITE project is particularly interested in the practices within the POSSE project. POLITE considers that the open specifications and a good ITS standardisation scheme may help the project to achieve its objectives and to mainstream policies.
- ✓ The most significant barriers that the projects identified for capitalisation were related to investments and after-project funding, which could be overcome by using a business model (feasibility study).
- ✓ Another aspect that the projects considered needing enhancement (namely ITS systems) is a consistent background of standards that could be used as basis for Regulations. This could be overcome by developing the POSSE project and promoting linkages/synergies with technical standardisation projects and bodies/institutions (e.g., Technical Committees of ETSI) that are working on this issue.

The continuity and feeding of the ITS systems was also highlighted during the brainstorming sessions. The 'brainstormers' argued that a lack of user-friendly and updated information on Infomobility products and systems is one of the key barriers to a harmonised development of ITS. This is not really a technical barrier, but rather one more associated with social and business models.

Session B.2 Mobility Management (emphasis on cycling and active modes)

Since the projects were developed with similar thematic approaches, the analysis of the issues for discussion was conducted using an open and transversal approach.

Each participant answered the specific questions by sharing his/her experiences and ideas within the mobility management framework.

The synthesis of the answers to each question summarises the essential content of what was discussed and the major concerns surrounding the development of the projects.

1. What are the most valuable and transferable components (in terms of application) that emerged from your project?

The importance of innovation in the adaptation of Good Practices selected was one of the factors to be taken into account for the successful transfer of good practices, with a view to improving the desired results.

This factor should be used as a criterion for identifying / selecting Good Practices so as to evaluate results that may prove to provide an important input for the decision-making process.

Moreover, the exchange of experiences between partners did identify some aspects that were somewhat 'hidden' and that otherwise would not have been identified.

A critical appraisal of the work should always be included so as to identify any possible improvements.

The adoption of policies that are important to local contexts, such as Mobility Plans, were also mentioned as an important component in the transfer of good practices.

2. Which of the findings from your project have the **highest potential for application, dissemination, and impact** from a European perspective? How would you evaluate this potential?

From a technical point of view, the following conclusions were identified as having the greatest potential application:

- ✓ Sustainable corridor approach;
- ✓ Ticketing and information.

With regard to improving working methods, aspects of the experiences gained in the already completed projects were identified and may contribute to a better coordination of the projects.

The importance of cooperation between local partners, public or private, in developing a network of contacts enabling key partners to communicate with each other in an articulate form was also mentioned.

3. What are the most important barriers and drivers for the capitalisation of your project?

Drivers

- ✓ • Find an effective balance between technical input / expertise and facilitators;
- ✓ • Phasing of implementation;
- ✓ • Operating with winners (cooperation between stakeholders).

Barriers

- ✓ • Gaining political support;
- ✓ • Local partners not speaking the same 'language';
- ✓ • Lack of ambition;
- ✓ • Funding from EC to support implementation of the Good Practices identified;
- ✓ • Speed of delivery within a political cycle.

4. Did you learn of any experiences and/or knowledge from other projects, and how?

The learning and knowledge transfer between projects was fundamental for the development of the projects.

One of the examples presented as a successful experience in this respect was related to the PIMMS TRANSFER-PIMMS CAPITAL projects. Here, the transfer of knowledge gained in the initial project and its adaptation in the following projects was acknowledged as important.

However, the difficulty of access to project information hampers the exchange of experiences.

In this respect, we identified the need for a common database containing a summary of each project allowing projects to find common ground and to avoid initiatives having to 'reinvent the wheel'

Main Conclusions

- ✓ Adapting good practice and improving them for another region means innovation, which is one of the main issues of capitalisation;
- ✓ Solutions that work in one region could / should be transferred to another region, which means adopting the most relevant policies and adapting them to local conditions and circumstances;
- ✓ Improving working methods and, therefore, ensuring that partners who can enhance the work are selected;
- ✓ Importance of developing the right network of partners and ensuring cooperation and links between them.

Session B.3 Governance, land use planning, and mobility

The group saw the participation of all the projects, although the representative of CATCH_MR left the group before the end of the session.

The results can be summarised as follows

1. **What are the most valuable and transferable elements components (in terms of application) that emerged from your project?**

All the projects think that they possess valuable aspects that could be capitalised, but the problem has never been approached systematically. Therefore, most of the participants presented their impressions, which surely were not based on a rigorous and systematic analysis. Moreover, most of the participants came directly from some of the Good Practices analysed during the project and no dissemination groundwork had been carried out on them to make them easy transferable 'general knowledge'.

The different outcomes mentioned can be clustered into three different types, taking account of the specific characteristics inherent to Sustainable Mobility

- Policies / cultural achievements;
- Methodologies and guidelines for design/analysis/implementation;
- Applications (products, new solutions, innovative approaches to existing markets/products, etc.)

Of course, all of these areas have different implications for the capitalisation process, which will be discussed in other reports.

The outcomes mentioned for each one of these three areas are as follows:

Policies / cultural achievements

- ✓ Integration between urban planning and mobility planning (CATCH_MR): it mainly deals with the need to integrate urban planning at all levels and concerns the work developed within the project as a case study.

Methodologies and guidelines for design/analysis/implementation

- ✓ Methodology to draw up contracts for public transportation services (Caprice): this is based on the experience transferred from Paris and Berlin to Bucharest and Vilnius. During the workshop, it was highlighted that there were commonalities with the work to be developed by EPTA Project ;
- ✓ Methodology to compile Sustainable Urban Mobility Plans (Caprice): methodology developed on the basis of the work carried out during the project by STIFF in Paris;
- ✓ 'EPTA model' related to regional/local transportation agencies. The EPTA model seeks to develop a general model for mentoring local administrations in building-up and operating local/regional transport agencies. EPTA aims to follow the same methodology followed by FLIPPER, not only leading to the production of 'policy recommendations', but also 'design manuals and instructions' with a general validity in a wide range of European Countries;
- ✓ Combibus (MOG): application of combined modes of transport (persons and freight): MOG intends to experiment with this kind of solution in low-density demand areas;
- ✓ Application of on-demand transport and flexible services in rural areas (MOG): the intention is to analyse the possible application of these techniques in the different low-demand areas represented in the project. A significant potential interaction with FLIPPER regarding on-demand transport was evoked. They will focus the analysis on the economic viability of the services in such areas, but the assessment of a general methodology to investigate this crucial aspects of these services, i.e. the economic feasibility of introducing FTS in rural areas is not planned;
- ✓ Manual of 'internalisation of external costs of transport' (ECOTALE): the project aims to define a general methodology for internalising the external costs of transportation to be targeted at regions and other transport authorities and applicable to different European realities.

Applications (products, new solutions, innovative approaches to existing markets/products, etc.)

- ✓ Integrated travel planner (Caprice) developed in Berlin and then transferred to Warsaw. It is a tool developed on a commercial product, tailored to the configuration of the transport network of the two cities. Specifications have been defined, but there is still no methodological general document about travel planner design;
- ✓ Production of biogas from waste to be used locally to feed vehicles (CATCH_MR): it is a gas plant developed in Rome, based on specific technology. Again, no specific generalisation about design / use criteria has been developed.

2. Which of the findings of your project have the highest potential for application, dissemination, and impact from a European perspective? How would you evaluate this potential?

The working group defined the following issues as potentially very interesting, in terms of application:

- ✓ Elaboration of SUMP (Sustainable Urban Mobility Plan) with a broad potential application environment (all the European medium-large cities could benefit from such a methodology);

- ✓ Internalisation of external costs of transportation: the project focuses on a crucial topic for European policy, but any kind of 'manual' on this matter must take account of policy concerns (achieving consensus, regulation, etc.). The target is very ambitious and must be informed by other works carried out in the specific thematic area;
- ✓ Tendering/contract management/control for public transport services: the potential for the application of similar tools could be high, considering the differences in the various European legal frameworks;
- ✓ Transport services for rural areas are a topic possessing a high application potential (not in terms of the demographic potential involved, but rather in terms of the number of applications) and is in line with the European strategy to preserve the liveability of rural areas. The crucial point however is to assess the economic viability of these schemes;
- ✓ Low-cost energy for transportation, linked to the adoption of alternative locally produced fuels / energy. This topic is addressed in many frameworks and is important since it helps to decrease the European dependency on fossil fuels.
- ✓ The widespread use of ITS (only marginal in this group) is of course another very important topic possessing a great potential impact, but it is highly dependent on the market and their widespread use is also restricted for public administrations by legislation and norms.

3. What are the most important barriers and drivers you see for the capitalisation of your project?

The barriers which prevent the transfer and widespread application of the above mentioned outputs have been highlighted very clearly. They are numerous and diversified; some of them are perceived by all the projects. These are:

- ✓ The need for political support, will, and decisions;
- ✓ The need to modify the general cultural context.

Some others are perceived as important, but some projects believe they can be tackled within the project itself and can be addressed by producing guidelines, policy recommendations, manuals etc.:

- ✓ National legislations and norms;
- ✓ Local aspects and differences among the different local realities and application environments.

The projects with a specific application identified some critical shortcomings:

- ✓ Lack of money for implementing the different actions as an important barrier.

Finally, the projects focusing on planning or policy issues singled out the following critical point:

- ✓ The need to establish very high-level dialogue within the regions and the local administrations so as to carry out the required work (to enter the organisation at a very high level);
- ✓ The national legislation.

As we have seen, some of these barriers can be at least partly overcome within the projects themselves if they are addressed using the right methodology. Others require work at the local level, which must be repeated each time the 'replication' or transfer is carried out.

The drivers are less clear; while the most important barrier is identified as being the insufficient political support, the drivers mostly concerned factors that can encourage politicians and stakeholders to increase their involvement and which could give them tools to enhance their decision-making capabilities. In particular, the following drivers have been identified:

- ✓ Savings or better use of resources, economy;
- ✓ Efficiency in the services provided,
- ✓ Better services to citizens,
- ✓ Greater transparency in the city budget.

There is a general difficulty in identifying the possible catalysts that can accelerate the process of replication and transfer of the Good Practices and the adoption of innovation. In any case, there is a general agreement on the fact that the ability to show 'real scale' applications of the Good Practices or of the innovative solutions is a very important factor for capturing the interest of stakeholders and decision-makers.

4. Did you learn of any experiences and/or knowledge from other projects and how?

The general attitude of the projects is not so much directed at acquiring general or theoretical knowledge from outside the project itself. Most of the projects tend to start from the analysis of the internal situation, neglecting to explore the state-of-the-art further. The 'good practices' generally refer to the closed environment of the project partners and are not always compared with the broader European situation.

Of course, this behaviour/approach is not shared by all the projects; those, for example, that face more theoretical and methodological problems are naturally more inclined to develop a general analysis and assessment of the state-of-the-art.

None of the projects stated they had collaborated with other projects. The workshop was the occasion to demonstrate that cooperation and synergies with other projects are possible, for example among ECOTALE (just started) and Caprice and EPTA (which is also in its initial phase) and MOG with FLIPPER. It will be important for ECOTALE to analyse the current state of research in the FP7 framework.

SESSION C – Brainstorming Summary: Plenary group discussion

A report from the work of the three parallel sessions was presented in a plenary session by the three experts. At the end, the work and the outcomes of the workshop were commented on by an external expert, who raised several problems, mainly related to the contents of the projects and to their relationships with the 'state-of-the-art' or the external socio-economic contexts. We must underline, however, that this contribution constituted a 'view of the projects from the outside', particularly by discussing the validity of the project contents and methodologies. Therefore, the points made by the external expert could be more relevant for aspects such as tendering and project selection, while the capitalisation process must work from 'inside' the approved projects, using their content as a starting point for the analysis of the content. Nevertheless, the contribution of the external expert was useful because he was in a position to stress the weak points and the contradictions of the projects, a role that neither the JTS nor the experts can play.

MAIN FINDINGS

We can say that the assessment of the afternoon part of the workshop was quite positive, it provided substantial information and actively involved the projects.

- ✓ The final assessment of the workshop is, in our view, satisfactory, but some recommendations can be drawn for the preparation and the management of similar, future events.
- ✓ In the preparatory phase, it is not enough to give an indication as to the format and the contents of the presentation; a more strictly defined approach must be used with tools such as pre-defined presentation templates and contents for the presentations, which should be sent, in advance, to the speakers who should mandatorily use them.
- ✓ When managing the presentations session, a more directive approach should be adopted by the chairmen, ensuring respect for the themes and the schedule.
- ✓ Interactive situations must be created and encouraged: small groups are better than large plenary sessions in these kinds of workshops. The time allotted to plenary sessions should be limited in favour of the working groups. Nevertheless, time is necessary, so an entire day seems 'compatible' with this kind of event.
- ✓ A critical point, even if difficult to be controlled, is the attendance in the workshop. On occasions, the projects were represented by individuals who were not in a position to discuss the specific themes properly. Some individuals were only prepared for their presentation, lacking knowledge about the overall project. The participation of the projects key personnel is important, even if difficult to ensure.
- ✓ The presence of the cartoonist was a good idea since it was a source of relaxation during a whole day which was, by definition, long and exhausting
- ✓ The Workshop on Sustainable Transport received a good evaluation. The content, as well as the event itself, received positive responses. 68% of the participants stated that the workshop met their expectations and/or it was better than expected. If anything, the practical organisation and some issues related with the project presentations (session A) and brainstorming (Session B, C) received some (negative) comments. Pre-information, more time, and a follow-up to the exercise are items that need to be improved for the next events.

FEEDBACK BY JOACHIM BERGERHOFF, STIB-MIVB, INVITED EXPERT

INTRODUCTION

The programme keywords are Innovation, Environment, Regions, Sharing solutions

Questions are:

- ✓ do solutions really require innovation? 'Forward to the past', i.e. using old solutions may be the best solution to many problems
- ✓ is the natural environment really the main concern of the solutions proposed?
- ✓ what does 'sharing among Regions' really mean? Sharing of experience? Transfer of know-how or actually finding common solutions?

Consortia stated that they had chosen their partners because they:

- ✓ can work together – nice people in nice locations
- ✓ are competent in their fields – willingness to learn!
- ✓ have the capacity to act/implement – willingness to create momentum.

Projects aim to help improve cost-effectiveness.

These are a good basis.

We should reflect on individual projects, (listed in order of appearance):

FLIPPER

Minibuses as a solution for demand responsive flexible transport. There are several ambiguities.

In the absence of a regulated transport services, minibus services are created spontaneously by private enterprises and community organisations. A bus per village. Then:

a) For different reasons, authorities do not like them and create 'public transport' characterised by:

Low frequency timetables; high costs and subsidies.

b) They want to make this service more flexible: book one day in advance, higher costs, more subsidies.

ALTERNATIVE: help the taxi industry to self-organise a little more responsibly, let individuals offer services to other individuals, co-organise services with communities better and maintain low or no subsidy operations.

EPTA

Regional Transport Authorities also in non-metropolitan regions are innovative and important, simply because the regional scale is becoming increasingly relevant. However, consider that:

- ✓ regulation is not an end in itself and low-density regions should not mimic metropolitan authorities;
- ✓ formal administrative regions are often not the real socio-economic regions. Be aware of realities, be realistic and cooperate where possible and with whomever is relevant;
- ✓ seven functions are possible, but not all are necessary. Leave room for local authorities, communities, operators, and individuals! Hence, create different scenarios from high to low regional authority intervention.

CATCH-MR

Very relevant and still much work to do. Starting point is a simple case of mono-centric metropolitan area with a low-density hinterland.

- ✓ Good study case. Question is, Who rules The city or the suburbs? Who decides how you enter into town? Currently, toll rings mimic old concepts of urban/rural dichotomy.;
- ✓ Ultimately, most regions are polycentric: Randstad, Rhein-Ruhr, Belgium, etc. How can we understand and govern such complex structures?;
- ✓ PIMMS - Mobility Management is an old innovation. But what does it entail really?;
- ✓ Marketing: market research; product development; publicity; customer information and customer care; pricing;
- ✓ It is not only about products; it is a lot about culture. Marketing campaigns for 'walk to school' – come on! Culture is fading away and the commercial principle is creeping into all aspects of daily life.
- ✓ BUT, in the end; public policy is not about marketing or cultural education. It is about the responsible, rational spending of public money:

You want X% of passengers, x km by foot? Invest X% of your annual budget in walking infrastructure. And so forth. Objective: person x km share = Infrastructure budget share.

Do not try to cover up irrational budget decisions with publicity campaigns saying the contrary/hiding the fact.

MOG

In very low-density regions, access is difficult. That's logical! This is why they are low-density.

And let's face it: in low density regions, the private or shared car is the most environmentally friendly motorised transport there is, because it never travels empty. Demand-responsive services are totally inefficient and only for social purposes.

But there are real solutions: providing a minimum service of multi-purpose transport is not an innovation – see the Postbus concept. But it must be reinvented. It is basic service hardware, (landlines) not mobile phone coverage.

Electric bicycle: is a real innovation and is really efficient. It could benefit from a real big inter-regional boost.

ECOTALE

Inclusion of external costs. Very good idea. Very bad implementation. E.g. most calculations refer to km driven or to consumption. KM driven are really interesting only if pricing is modulated according to location: you have to track vehicles! Consumption: is already taxed at the filling station.

But consider this:

Civil liability car insurance NOT representative of costs of accidents. When car drivers hurt themselves, their health insurance pays. They are subsidised by non-car drivers. This could be changed very easily: include ALL traffic injuries in car insurance.

CAPRICE

Fuel efficiency and clean exhausts are not fully equivalent. Post-process cleaning represents work and consumes energy!

Electricity is the best solution for urban areas and the best possible electric bus has existed for about 100 years: the trolleybus. New technology allows for more flexibility, where necessary, according to the 80:20 principle. Don't look for wonder technology like H2 or full battery electric: implement the great technology we already have.

POLITE and POSSE

Yes, open standards are totally key. Otherwise, Google will rule the passenger information.

But who will set the standard and when? Open Standards actually already exist in many fields, in theory, but a standard is only standard if it is very widely applied.

It is much easier to make an INTER-regional project than to ensure INTRA-regional cooperation.

SUM

What is really clean and efficient? Batteries probably are not so great. And why should the car industry be subsidised? They DO have the money. They DO have the technology for 2 l/100 km cars.

WORKSHOP EVALUATION

The evaluation questionnaire was made up of eight closed questions plus three open questions. Every participant was asked to fill in an evaluation form after the workshop. An email was sent giving the possibility to fill in the questionnaire by e-mail. We received 13 filled-in evaluation forms. This is a response rate of 60% of the participants that represented the projects.

The participants gave a good overall evaluation of the workshop. 39% of the participants said the workshop met their expectations. 29% indicated that it was better than expected (see Figure 1). 9% indicated that it was far better than expected. The overall satisfaction of the participants was positive (77%). Only 11% of the participants answered that the workshop was worse than expected.

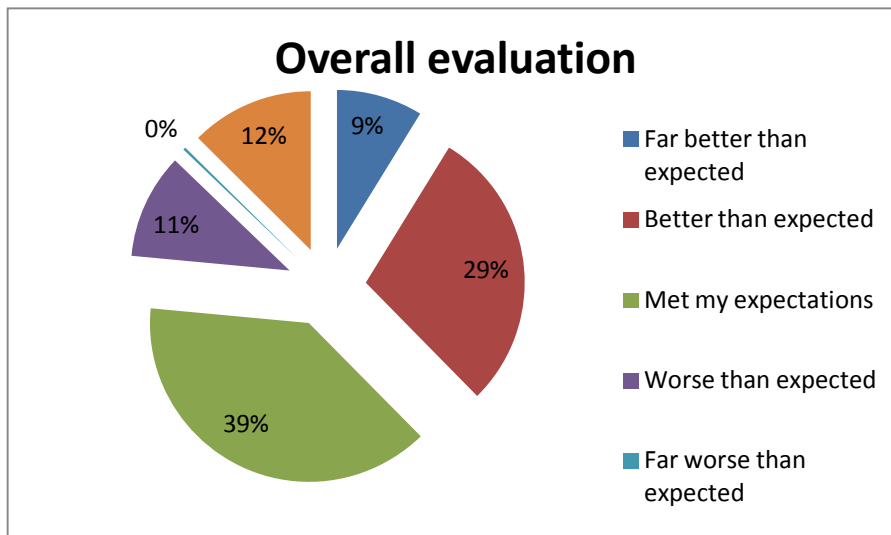


Figure 1: Overall satisfaction of the workshop

Session A

Regarding Session A – Project overviews (item 2 on the form), the overall impact was considered positive. 43% of the participants considered that the workshop met their expectations and 24% considered it to be better than expected. The weight of the negative responses was lower than the positive. Only 9% considered it to be worse than expected and 6% considered it far worse than expected.

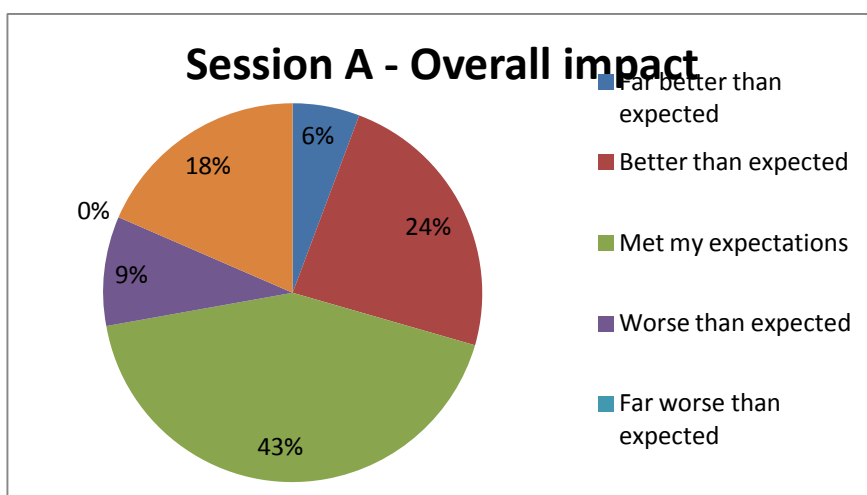


Figure 2: Overall satisfaction of Session A

If we split up session A per project, we observe that the project with good positive impact was FLIPPER. Other projects with a positive impact were PIMMS Capital and INVOLVE.

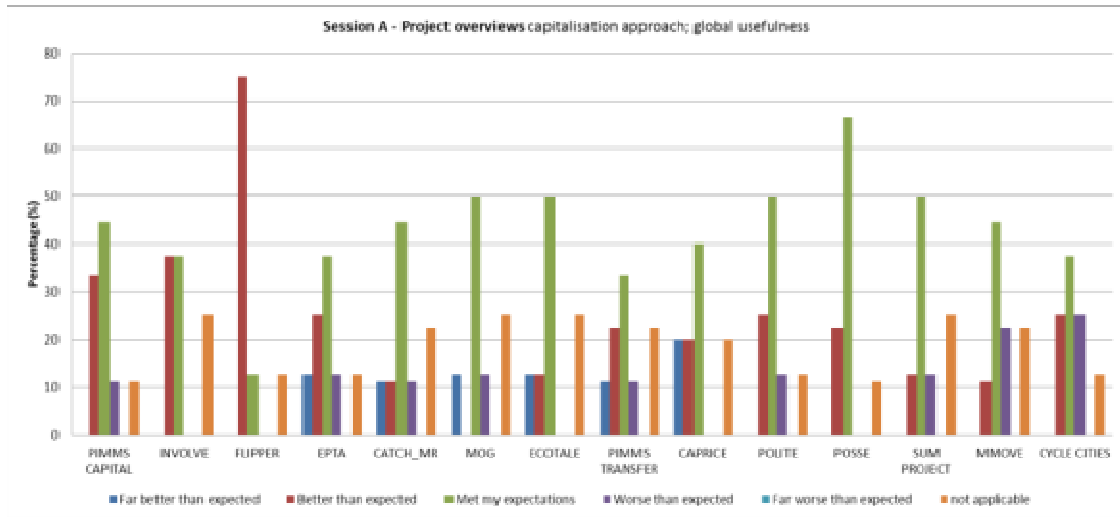


Figure 3: Satisfaction of Session A – per project

There was a dedicated question on whether the presentations focused on capitalisation issues. Here the results were rather negative. 38.5% of the participants revealed that the presentations were worse than expected, but 23.1% stated that the presentations met their expectations.

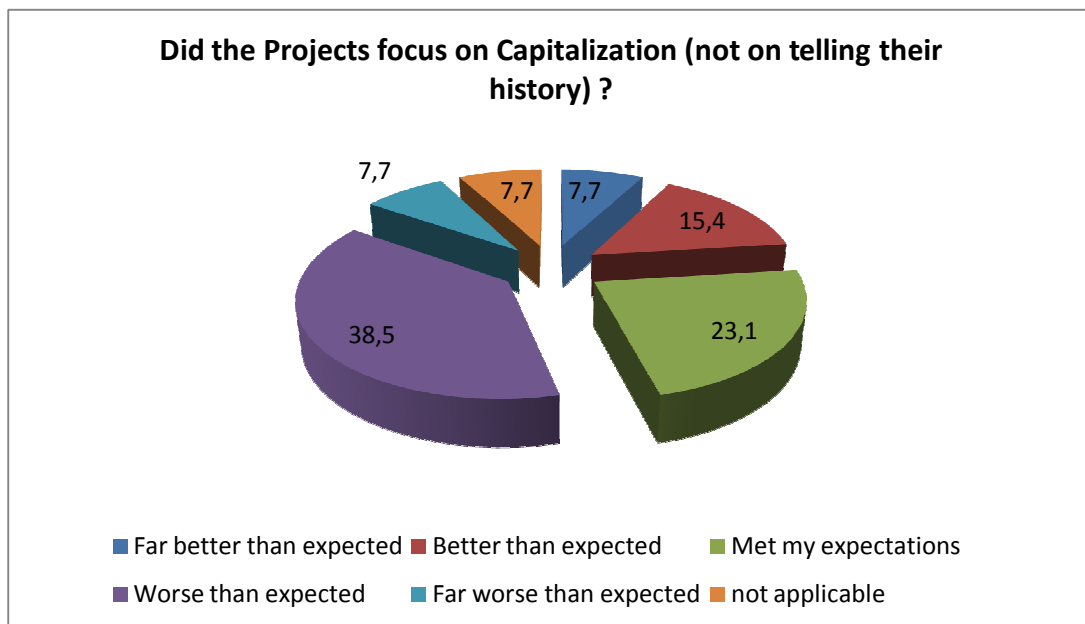


Figure 3: Presentations focus on capitalisation issue

Regarding Session B – Brainstorming Sessions (item 4 on the form), the overall impact was considered positive. 33% of the participants considered that the workshop met their expectations, and 34% considered it better than expected. The weight of the negative responses was lower than the positive. 8% considered it worse than expected, and 8% considered it far worse than expected.

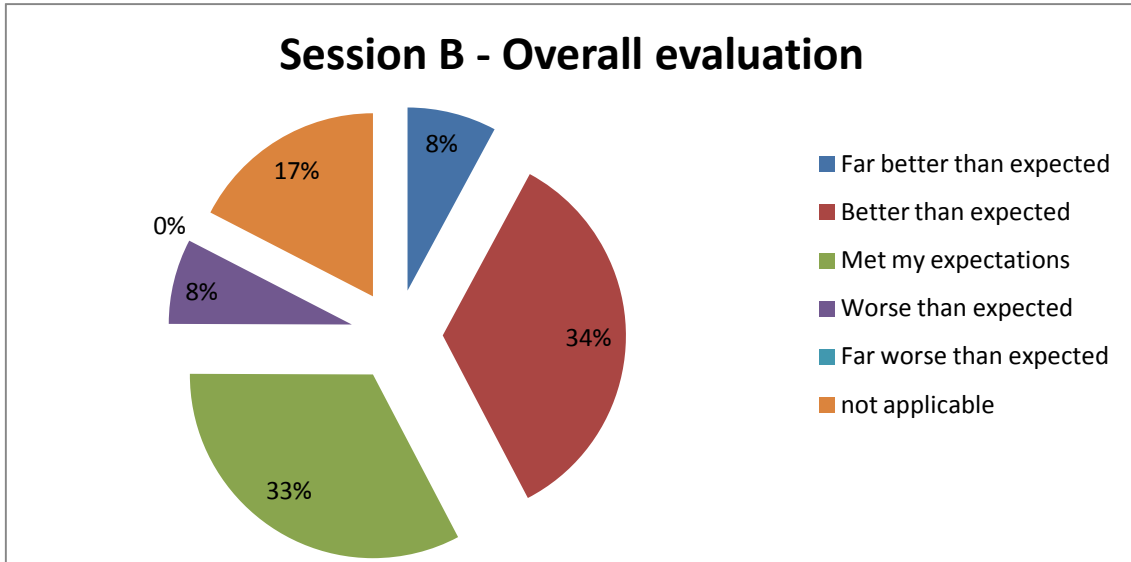


Figure 4: Session B Overall evaluation

If we split up the session B per brainstorming thematic session, 50% of the participants considered the clean vehicles/travellers information and ITS to be better than expected and 25% considered that the session met their expectations. As for the mobility management session, we can note that the reaction was positive, having 33,3% answering that it was better than expected and 33% considering that the session met their expectations. For the Governance, land use planning, and mobility, 40% of the participants considered that the session met their expectations and 20% considered that was better than expected.

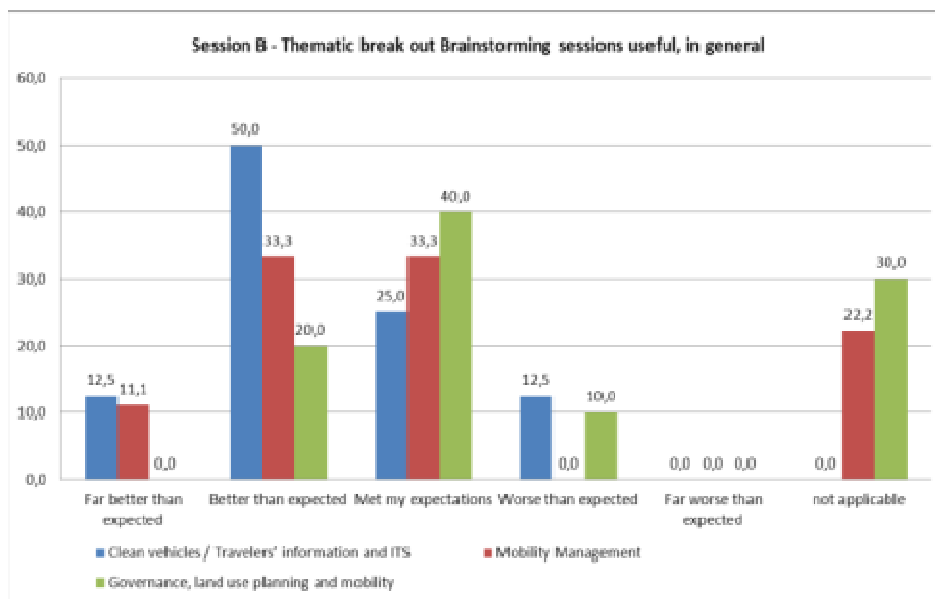


Figure 5: Session B evaluation per thematic session

Regarding Session C- Brainstorming, the debate, main findings and general feedback from the sessions (item 5 and 6 of the form) were considered positive. 43% of the participants considered that the workshop met their expectations and 28% considered it was better than expected. The weight of the negative aspects was lower than the positive. 21% of the participants considered it worse than expected.

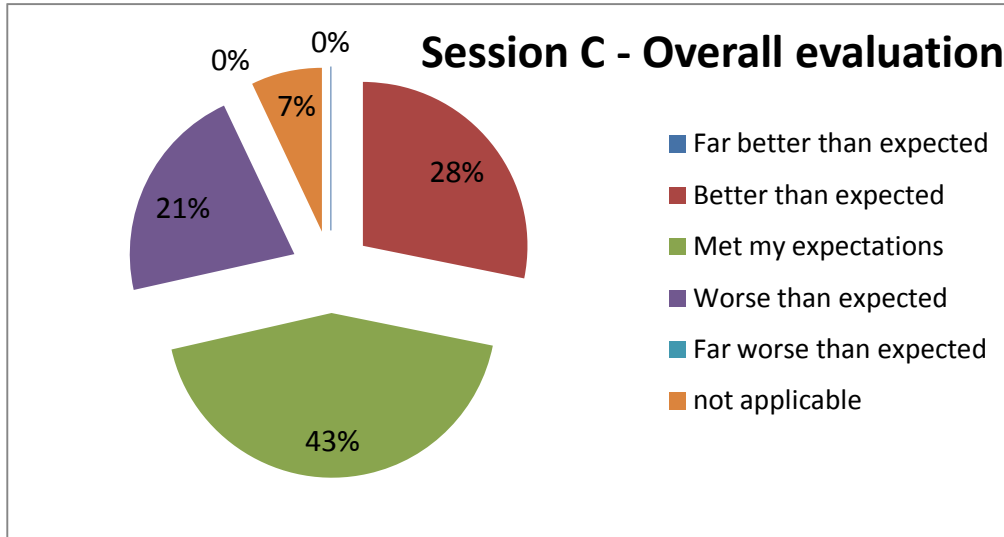


Figure 5: Session C overall evaluation

Figure 6 provides an overview of the responses for the evaluation of the feedback from the thematic sessions. As illustrated in figure six, the participants reacted positively to the session.

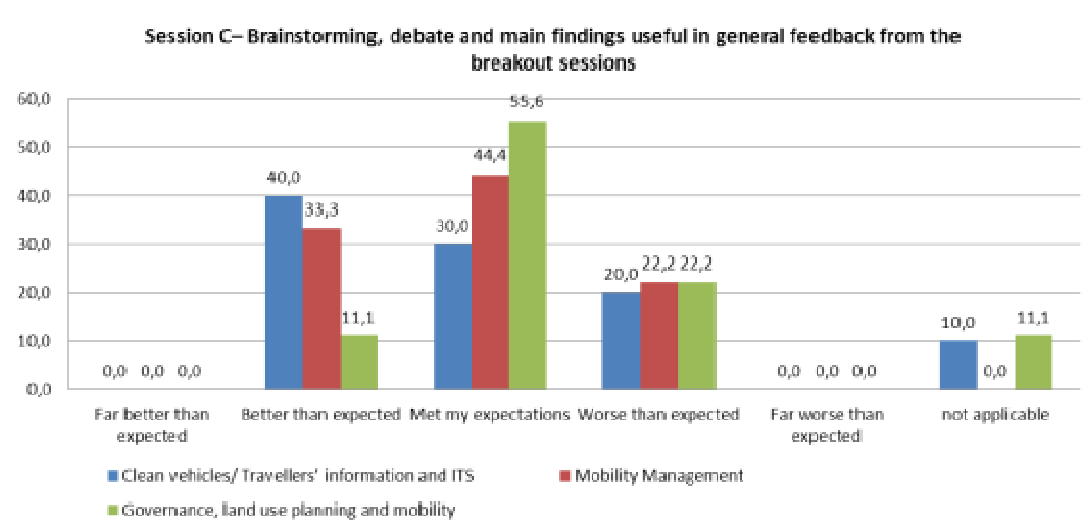


Figure 6: Session C thematic breakout sessions feedback

Regarding the debate session, three questions were asked to rate the efficacy of the moderators, the invited experts, and the final comments. Figure 7 provides an overview of the responses.

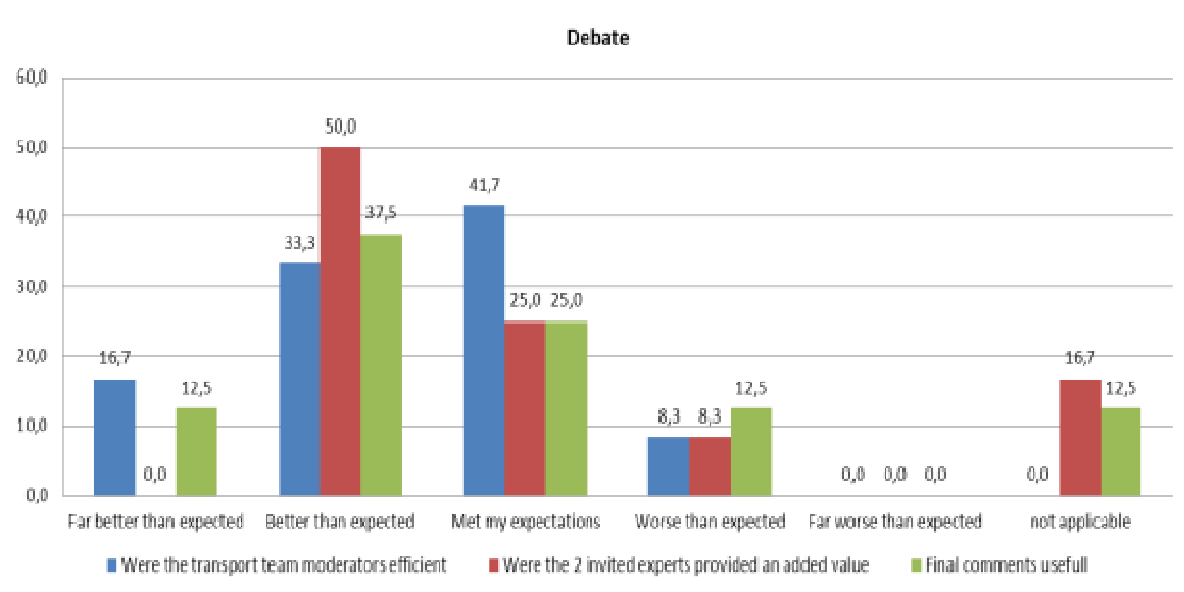


Figure 7: Session C feedback from the debate and workshop final comments

Workshop organisation

The next figure (Figure 8) shows the respondents' evaluation of the event. Almost all of the aspects are evaluated as being better than expects or meeting expectations. Only the pre-workshop info (8,3%), on-site logistics (16,7%), and catering received low values.

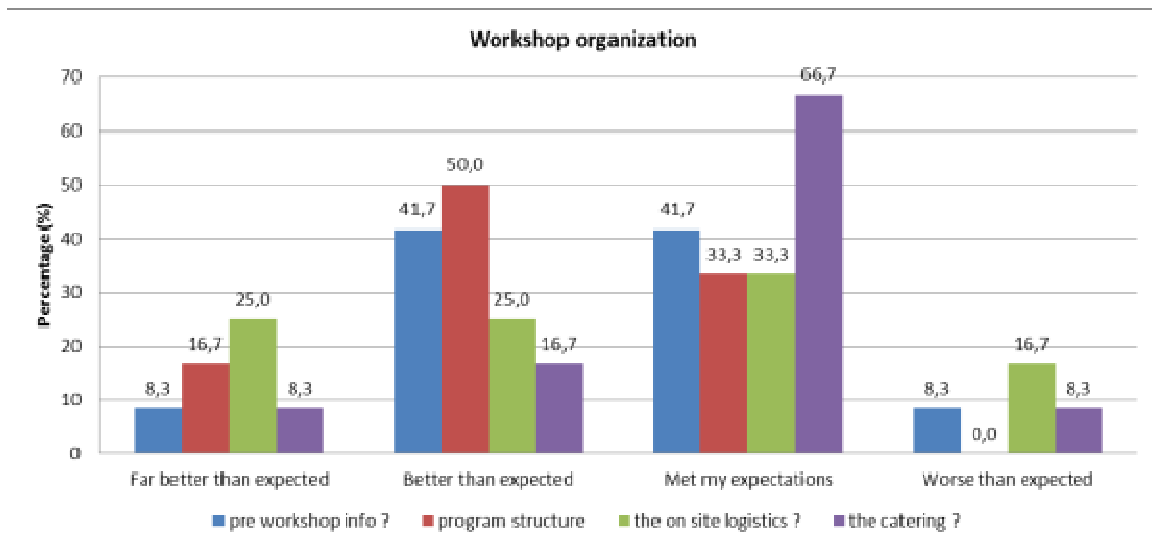


Figure 8: evaluation of the event

General comments

The participants were asked to give general comments about the workshop, in particular regarding the difficulties that they had in attending the workshop, issues that they particularly liked in the workshop, or that they feel would need to be improved in the next workshop. In the survey, 62% of the respondents expressed their opinion about the difficulties, aspects they appreciated, and issues to be improved for further events.

A. Difficulties that they had with attending the workshop

Comments and suggestions:

- ✓ Presentations focused on partnership and working plans and this got boring/ too repetitive by the end;
- ✓ Problems related with time management;
- ✓ More pre-information;
- ✓ More information on the approach that different projects use to capitalise, in terms of good practice, and on the knowledge gathered during the project.

B. Things that you particularly liked about the workshop

Comments and suggestions:

- ✓ The workshop was an initial point of contact for the interaction process amongst the projects dealing with similar issues;
- ✓ The possibility to network with other projects and find out what other ideas are being developed;
- ✓ Drawings: The cartoonist that summarised the project info into nice images;
- ✓ Brainstorming session in small groups because it allowed participants to get better acquainted with each other;
- ✓ The conclusions from the brainstorming sessions;
- ✓ Possibility for interpersonal relationship which could help when looking for future project partners;
- ✓ General overview of the INTERREG IV projects dedicated to Sustainable Transport.

C. Aspects to be improved for the next workshop

Comments and suggestions:

- ✓ Better discussion (more time) of the technical content of the projects and evaluation of the experiences' usefulness;
- ✓ Comparison of similar experiences;
- ✓ More interactivity and/or interlinking between the projects;
- ✓ Clear message on how to carry on and reap real benefits for the project;
- ✓ More detailed pre-workshop info;
- ✓ Better catering service;
- ✓ Sharing best practices;
- ✓ Better summing-up and concluding.

D. Other suggestions

- ✓ Promotion of a follow-up activity;
- ✓ Start with clusters in the next programming period;
- ✓ Publish and share all the presentations on the INTERREG IVC website;
- ✓ Keep organising workshops like the one that we had in Brussels.

MAIN FINDINGS

We can say that the assessment of the afternoon part of the workshop was quite positive, it provided substantial information and actively involved the projects.

- ✓ The final assessment of the workshop is, in our view, satisfactory, but some recommendations can be drawn for the preparation and the management of similar future events.
- ✓ In the preparatory phase, it is not enough to give only an indication as to the format and the contents of the presentation; a more strictly defined approach must be used with tools such as pre-defined presentation templates and contents for the presentations sent, in advance, to the speakers who should mandatorily use them.
- ✓ When managing the presentations session, a more directive approach should be adopted by the chairmen, ensuring respect for the themes and schedule.
- ✓ Interactive situations must be created and encouraged: small groups are better than large plenary sessions in these kinds of workshops. The time allotted to plenary sessions should be limited in favour of the working groups. Nevertheless, time is necessary, so an entire day seems 'compatible' with this kind of event.
- ✓ A critical point, even if difficult to be controlled, is the attendance in the workshop. On occasions, the projects were represented by individuals who were not in a position to discuss the specific themes properly. Some individuals were only prepared for their presentation, lacking knowledge about the overall project. The participation of the projects key personnel is important, even if difficult to ensure.
- ✓ The presence of the cartoonist was a good idea since it was a source of relaxation during a whole day which was, by definition, long and exhausting
- ✓ The Workshop on Sustainable Transport received a good evaluation. The content, as well as the event itself, received positive responses. 68% of the participants stated that the workshop met their expectations and/or it was better than expected. If anything, the practical organisation and some issues related with the project presentations (session A) and brainstorming (Session B, C) received some (negative) comments. Pre-information, more time, and a follow-up to the exercise are items that need to be improved for the next events.

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