

# Good Practice Examples in Europe for Soft Mobility in Tourism

## Landscape of the Year – Network Project



Commissioned by

**Austrian Ministry of Transport, Innovation and Technology**



Photo: Allgäuer Hochalpen



Photo: lee-stream.com



Photo: TVB Werfenweng

Prepared by

**Naturfriends International**



Co-financed by Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW)



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Grant Agreement SI2.ACGRACE 034110500



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## Cooperation and Initiatives in Soft Mobility

### Fahrtziel Natur

“Fahrtziel Natur” is a cooperation between the BUND (German NGO committed to a sustainable development in Germany), two other environmental organisations and the Deutsche Bahn (German Railways). The project “Fahrtziel Natur” pursues a gentle tourism and enables to visit selected German landscapes located in National and Nature Parks. In total 19 natural sites in Germany and Switzerland can be visited by using a train in an environmentally-friendly way.



A detailed brochure gives information about the protected areas, CO2 free arrival and further mobility offers on site. The idea of the cooperation „Fahrtziel Natur” is to promote and favour alternative travel instead of climate-damaging long-haul journeys.

### klima:aktiv mobil

klima:aktiv mobil” is the Austrian Action Programme for Mobility Management to reduce CO2 emissions, to promote environmentally friendly and energy efficient mobility and to stimulate new innovative business opportunities and green jobs.



The klima:aktiv mobil initiative is undertaken by the Austrian Federal Ministry of Agriculture and Forestry, Environment and Water Management and supported by the Austrian Chamber of Commerce, the Austrian Association of Cities and Towns and the Austrian Association of Municipalities as part of the implementation of the Austrian Climate Strategy and the EU Climate and Energy Package. The initiative offers various programmes whereof one is a mobility management programme for leisure, tourism and youth.

### Stream – Sustainable Mobility for Tourism and Recreation

STREAM is a mobility management project which was supported by the European Commission within the framework programme “Intelligent Energy Europe” from 2006 to 2009. It aimed at promoting more energy efficient transport behaviour through the development of new transport solutions and well targeted campaigning.



STREAM aimed at traffic related tourism and recreation, but also used the sectors of transportation demand as an opportunity for awareness raising about sustainable mobility in general. STREAM established a strong link between campaigning for behavioural change towards sustainable mobility and quality of tourism and recreation.

### Alpmobil



Alpmobil offers solutions to sustainable mobility in tourism and recreational traffic all around the Gotthard in Switzerland. The implementation is based on a holistic approach which contains all possibilities of a sustainable locomotion. Therewith the project ties on the pioneering days of the pass roads & tries to turn mobility into an environment-friendly experience.

### Alpine Pearls

The Alpine Pearls is a network of 24 communities in 6 countries that offer easy, yet comfortable ways to enjoy holidays in an environmentally conscious manner. Climate protection and nature conservation via soft mobility are part and parcel of the Alpine Pearl association's focus. Yet, it also tries to achieve cultural variety. The ethnic character of the Pearls is untouched by modern urban development and regional cuisine.



## Good Practice in Austria

### Model region Lake Neusiedl – Pilot Project “Eco-mobility and Eco-tourism”

The Lake Neusiedl Tourism Ltd (NTG) is a significant project partner in the umbrella project „Sustainable environmentally-friendly traffic and tourism in sensitive regions” which started in March 2007.

The focus is put on the development of car-free mobility offers. The Lake Neusiedl region has been selected as model region due to its status as being a sensitive UNESCO world heritage site and therefore demands an adapted handling with traffic and infrastructure. The umbrella project is implemented and financed by the Federal Ministry BMLFUW, BMVIT, BMWA and the government of the Burgenland and supported by the joint initiative INTERREG of the European fund for regional development (EFRE).

The transport association “Ostregion” (VOR) has been an important partner since the introduction of the “Neusiedlersee Card” in 2000. All public transportation such as bus and train within the region can be used with this card to a reduced fee or even for free. Since 2003 various offers have been made available through the participation of the NTG in the umbrella project. These offers take into account the sensitivity of the precious natural and cultural landscape of the region. The “Neusiedlersee Card” is seen as an „eco-mobile key for eco-touristic offers“.

Several offers have been already carried out successfully for a couple of years such as the “Martini-bus” and the event bus “The 50s”. But the eco-mobile touristic offers have been further extended, by integrating some other partners and services in the field of environment-friendly mobility in the range of services of the “Neusiedlersee Card”. Thereby all offers and service partners have been linked and coordinated through a specifically created transport concept. An essential component of the eco-touristic offer is the Lake Neusiedl adventure train with direct connection to bus and shuttle services. The Lake Neusiedl bus line Seewinkel becomes an indispensable part of the regions leisure travel which can be used by guests and locals.



The Neusiedlersee Card enables free bus rides and cyclists can even bring along their bikes and profit from a bus schedule which is linked to the schedules of the bicycle ferries.

A shared taxi on call is available every two hours and offers a 50% discount for “guest card” holders. Further transportation is possible with the Lake Neusiedl bus line Leithagebirge which focuses on an extended transfer in the evening hours. The operation of the „ne'mo“(neusiedl'mobil) started in 2006 and is a combination of a city bus during day and a shared taxi on call in the evening hours on an hourly basis. This project received the mobility award 2006 by the Austrian Transport Club (VCÖ). The EURegio trains operated by the ÖBB (Austrian Railways), offer a direct connection from Lake Neusiedl to Bratislava (SK) within 44 minutes. For “Neusiedlersee Card” holders the train ticket can be purchased at half price and a guided city tour is included free of charge as well.

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## Good Practice in Austria

### Austrian Alps - Lungau-Murau-Nocky Mountains – the Tälerbus”

*A combination of existing public transport with special tourist buses to remote valleys, including quiet electric vehicles – a formula for success.*

This soft mobility project took place in the Austrian Alps, in the region of Lungau-Murau-Nocky Mountains, which covers parts of the three Austrian provinces of Salzburg, Styria and Carinthia. The aim of this project was to encourage both visitors and inhabitants of this region to use public transport for tours within the region, and make ‘car-free’ excursions and hiking-tours.

The so called “Tälerbus” (valley bus) provides access to starting points of popular hiking tours and mountain huts. The planning of the special tourist routes, the coordination with already existing public transport, operation and maintenance of the vehicles, driver selection and training took place in summer 2007.

Some results of the STREAM project in 2007-2008 are as follows:

*Riedingtal* – operated within the SVV (public transport company of Salzburg). In 2008 the bus into Riedingtal had about 14.000 passengers, which has been the best performance since 2003.

*Weißpriach* – this line was operated by the ÖBB (railways) on demand. The number of passengers rose from 199 to 224 in 2007. A success reason was that ordinary car transport had to pay a road charge to access this valley, and the bus is exempt of this toll. The line to Weißpriach was integrated into the SVV network in 2008 and 2 extra journeys were added, all of which lead to a good increase of passengers.

*Nockberge* – the ÖBB-Postbus operated this line bus from 2008 onwards. The VVK (public transport association of Carinthia) included the special bus lines forming the “Nockbergbus” into regular operation on the basis of a 5-years contract. This contract both settled operation and financing (good partnership between the STREAM partners, Großglockner Hochalpenstraßen AG, ÖBB Postbus, Lungautakt and Kärntner VVB).



Photo: iee-stream.com

It is already integrated into the timetable information and in future will also be integrated in the tariff system. The schedules of operation were enhanced from 3 to 5 days and a new vehicle was bought.

Last but not least the negative experiences have to be mentioned: The line Muhr / Sticklerhütte was cancelled in 2008 because of “road-pricing-issues”. The free use of the toll road was not negotiated in time for the season.

Another step was to integrate the special bus routes in tourist packages. It was tried to elaborate car-free holiday packages including the special bus routes. More precisely, the partnership tried to integrate the special bus services in the packages “Perle der Alpen” (alpine pearls), “Salzburg Land Card” and “Holzweltcard”. The special bus services were integrated in public transport, tourism information and promotion.

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## Good Practice in Austria

### Soft Mobility in the Kalkalpen National Park

The Kalkalpen National Park counts about 250.000 visitors annually, whereof the majority arrives by car. Some areas of the National Park already experienced shortages on existing parking lots and feeder roads are already used as well. The national park is aware of its role model position and therefore aims to increase the share of guests using public transportation in the frame of the klima:aktiv mobil project.

Therefore a special offer was initiated including hiking and biking busses which should enable the car-free arrival to and departure from the region. Moreover it should enable the car-free mobility within the national park region for hikers and bikers. The most important aspect about this concept is to optimize the hiking and bike busses with connections to Steyr and to the Pyhrnbahn tailored to customers needs.

Hiking and biking are both integrated in the concept of the Kalkalpen National Park. The Nationalpark Hiking Bus should facilitate the accessibility to pastures, cottages and other attractions. The national park and the tourism board "National Park Region Ennstal" offer an attractive shuttle service from Steyr to the Reichraminger Hintergebirge for both hikers and bikers. These buses run from July to October. In 2010 the schedule was extended by two more dates on weekdays from July to August. The bus ride itself is already an experience per se. Various family-friendly hiking trails can be reached directly from the bus stops.

The initiated transport concept should to enable an optimised design of the offer tailored to customers needs. It is planned to integrate the hiking and biking bus offers in further regional and supraregional offers such as the "Pyhrn-Priel Card" and the "National Park Excursion Ticket" in cooperation with the ÖBB (Austrian Railways).

Events and other offers of the national park are temporally adapted to the hours of operation of the hiking busses.



In case of special events additional busses are integrated in the schedules. Within the marketing concept the printing of information brochures and the distribution through tourism boards, accommodation facilities and information desks of the national park is very important.

All the information concerning soft mobility should be integrated in the official website of the national park. Advertising efforts are planned in regional and supraregional daily news-papers, but especially in the conurbation of Linz. The purchase of CO2 neutral busses which run with biofuels is planned. They should be rented to local bus transportation companies to provide this service.

It is crucial to obtain biofuels from producers of the surrounding area of the Kalkalpen National Park which would at the same time contribute to an increase of the regional added value.

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## Good Practice in Austria

### Austria's biggest e-mobility concept – “Velden fährt elektrisch!”

After conducting a guest survey in Velden, it turned out that every second guest asks for a traffic calming in the Velden region. Solutions have been developed and resolved in order to offer the guests attractive services for alternative means of transport to the car.

The project “Velden fährt elektrisch – eh kloar!” (Velden runs electric – of course!) started in 2009 and has already been further expanded throughout the Wörthersee. The main aim is to raise awareness for alternative means of transport in order to take traffic calming measures and to respect the environment.

The health resort Velden which is at the same time a member community of the climate alliance Austria (Klimabündnis Österreich) does not only want to keep the top quality holidays, but wants to further improve it.

E-vehicles can already be rented for 12 euros, no matter if it is an e-scooter or e-bike. By using the “Wörthersee Card” a 30% reduction is given. More than 100 environment-friendly e-vehicles will be available. The concept is actively carried and supported by the hoteliers in Velden. That is what makes the implementation of a comprehensive concept possible. About 150 to 300 e-vehicles should be provided to guests by hotels and other accommodation facilities in Velden, as well as wide dissemination battery charging stations in the region.

It is the goal of the project that hotels and accommodation providers offer their guests alternative means of transport such as e-scooters and e-bikes during their entire stay to reach local and regional excursion destinations in an easy and environmentally sound way.

As for smaller businesses, the tourism association of Velden offers a pooling of e-vehicles which are pre-financed and made available to the businesses with small cost participation.



Besides this comprehensive offer, a joint marketing tool and pooling will be established containing branding, providing PR material and effective PR works.

Additionally, alternative arrival options play an integral part in the concept. Together with hoteliers and the ÖBB (Austrian Railways) package deals for guests will be developed and actively promoted.

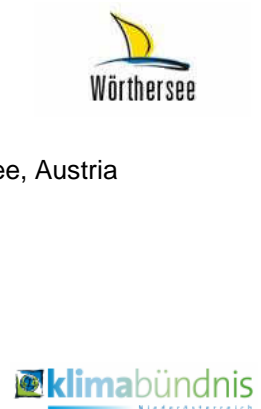
The results of this attractive mobility offer will contribute to a traffic calming holiday region and moreover will play an important factor in the booking decision. The holiday traffic will be handled in a climate and environment-friendly way, disturbance through airborne pollutants and noise will be reduced and the amenity value maintained and improved.

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## Good Practice in Austria

### The Hinterstoder region wants to raise the share of soft-mobile vacationers to 25%

Hinterstoder is a community member of the climate alliance Austria (Klimabündnis Österreich) and a member of Alpine Pearls. It pursues the goal to raise the share of guests arriving without a car to 25% until 2012.

In order to reach this goal, various measures have to be undertaken in terms of marketing, quality, service and cooperation. Marketing activities should enable henceforth to experience soft mobility at first hand and make this issue attractive to guests. Access barriers have to be abolished and information about public transport has to be made accessible. This includes information materials for vacationers and landlords, redesigning the homepage towards an emphasis to soft mobility in the region, advertising billboards in partner companies and so forth. Further, car-free zones have to be signposted and theme paths established.

In terms of quality improvement, it is planned to optimize the public transport to enable a smooth transportation flow. In the Stodertal a well-working transport network already exists, including bus, train, hiking taxi and ski bus. These offers should be outstanding in terms of customer-friendly stations presented in a modern and eye-catching design.

A valley bus has been introduced in the Hinterstoder region which is very well accepted by vacationers and therefore enabled an increase in frequencies. But also electric bikes ensure a pleasant stay in the region.

The slogan of the Hinterstoder is “Soft Mobility – nothing easier than that”. Support and advice is provided by the mobility centre Riedler-Reisen and the “hinterstoder.lounge” which offers an all-round service to guests by providing them with useful vacation tips, interesting facts about the region and its activities.

Further cooperation with the ÖBB (Austrian Railways) and other transportation associations is necessary to strengthen the product “soft mobility”.



Photos: TVB Hinterstoder

The establishment of a new SuperEthanol service station and the therewith associated vehicle modifications are further steps towards sustainable mobility. Another important measure is the expansion of the range of bicycle offers in the Hinterstoder region.

All these measures contribute to a significant reduction of traffic pollution and CO2 emissions. Positive effects are not only noticeable for the climate itself, but also the attractiveness of the Hinterstoder as a tourism region and the capacity of public transportation can be increased.

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## Good Practice in Austria

### Development of soft mobility offers in the model destination Werfenweng

Werfenweng is located in a tranquil high alpine plateau surrounded by beautiful nature and majestic mountain peaks and can be easily accessed by train.

In the model community for gentle mobility lots of soft mobility measures have been implemented to go towards a car-free holiday. Werfenweng is a founder member of the "Alpine Pearls" association, which is an amalgamation of 22 holiday villages in the alpine region. They all have committed themselves to environmentally-friendly travel.

Focus is put on environmentally-friendly railway transfer first and foremost. Moreover vacationers arriving by car are asked to hand-in their car keys for the time being on holidays in Werfenweng. In turn guests have the possibility to use the "soft mobility" concept, SAMO (=sanft mobile), which stands for eco-friendly travel.

SAMO enables guests to either arrive by bus or train. A shuttle services from the train station to the accommodation facilities in the centre of Werfenweng guarantee comfortable holidays. Even those arriving by car can leave it behind after arrival and take advantage of the SAMO services during their holidays. The SAMO concept include not only free shuttle services, but also offers all kinds of electric vehicles which can be used for free during the stay in Werfenweng. Lots of other advantages are included in the SAMO concept as well.

Werfenweng is about to develop further projects in order to go towards a car-free tourism. The shuttle service offered between the train station and the centre of Werfenweng is going to be converted from a Diesel-vehicle to an environmentally-friendly natural gas-vehicle. Within the frame of the SAMO offers a hybrid vehicle is already offered to guest who can use these vehicles on various excursions in the surrounding area.



Further purchases are planned due to an increasing demand of such vehicles.

This project enables guests to go on eco-friendly excursions which cannot be covered by public transportation. The offer on electric rental vehicles should be extended. Therefore segway vehicles have been purchased to enlarge the electric vehicle fleet.

Generally speaking the soft mobility offers have been constantly increasing in the previous years due to a booming demand.

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## Good Practice in Austria

### The tourism region Weissensee focuses on fewer cars and more electric mobility

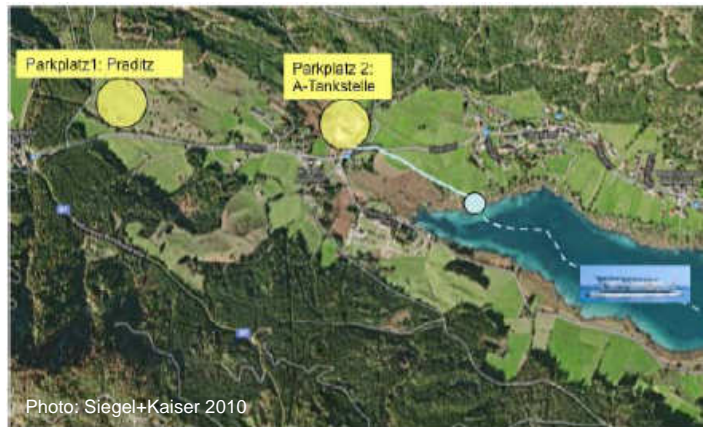
The model “Soft Mobility” should help to banish vehicles with combustion engines from the lake region to a parking area outside the region. This approach is based on the needs of the population itself. About 30 years ago the population decided to abandon a main road and believed in the traffic calming, environment and health tourism. In 1995 Weissensee received the EU prize for Tourism and Environment for its nature-related commitment. Now it is time to take another step ahead which is supported by 95 % of the locals.

A parking space management and the increased use of electric vehicles in the municipalities are planned. Around the lake area battery replacement stations are foreseen. Furthermore, a shuttle service should be made available throughout the summer months. As for the parking space management solar-driven parking meters will be used.

At the initial stage, the declared aim is to reduce the traffic volume by 50%. Within the concept “Wohnzimmer der Natur” (living room of nature) a main gate should be the entrance to the Weissensee to welcome the guests.

Well qualified staff has to pass on the meaningfulness of the fact to leave the car behind. Further information has to be given about the diverse possibilities to enjoy the nature park without a car.

The year 2010 was the year of information and motivation externally and internally. The pilot phase is planned for the year 2011 with offering an attractive parking including about 300 – 400 carports free of charge. The infrastructure at the parking area should offer an information point, bicycle and electric vehicle (fun mobility) rental service. A shuttle service leaving every 15 minutes should be provided as well. The shuttle service, however, depends strongly on the development of technologies in the near future. Furthermore, a parking space management is planned in the centre.



The reduction of traffic noise is necessary to secure a high quality of life for guests and the Weissensee population. A catchy term which describes the overall project is still sought for. Therefore a survey will be introduced in spring 2011 to find a suitable term. The survey goes along with a lottery.

The Weissensee nature park region is the first one in Austria which makes a start on soft mobility. If all offers are well accepted, there will be further steps in the implementation. The ultimate goal is to turn the Weissensee region in a car-free zone.

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## Good Practice in Belgium

### A corporate identity and a tourist map for a cycling corridor by using old railway tracks in West Flanders

Cycling is one of the most important leisure activities in the province of West-Flanders. Together with the provincial government, Westtoer developed a supply of recreational cycle possibilities in West-Flanders. Besides the creation of new cycle products, Westtoer wants to invest in the development of the recreational network. Old railway tracks (green corridors) and cycle paths along rivers and canals (blue corridors) can be seen as the backbone of the recreational network.

In order to create corporate identity, 5 criteria were identified to meet the development of the recreational greenway project:

- **Accessibility:** The old railway tracks have always been the connection between towns and villages and towards the countryside. Although the cycle path function has been lost these old railway tracks can be seen as a new safe connection from the village to the countryside.
- **Durability:** The cyclists need a level of comfort provided by the quality of the tracks and cycle paths.
- **Identifiable:** The green axes are spread all over the province and create a network of more than 100 km of cycle paths. It's a challenge to create an identity for these green axes so that they will be easier to recognize.
- **Discovery:** The green axes are an opportunity for the cyclist to discover different types of landscapes, forgotten cultural heritage, villages etc. The discovery element can be upgraded by adding certain elements to the cycle tracks.
- **Communication:** The old railway tracks are not very well known by the cyclists. Therefore communication and signposting are very important.

Westtoer and the Province of West-Flanders wanted to create a corporate identity for the old railway tracks in West-Flanders. This track was chosen, because it contains the landscape types of the province. A landscaping office was supposed to design the corporate identity for the old railway track.

The selected design was based on the look and feel of an old railway track.



On the basis of this design, the landscape architects designed different elements to be used along the railway track such as resting places, cycle parking, milestones, crossings and information panels.

The green and blue cycle axes, along rivers and canals and on the old railway tracks, can be seen as the backbone for the recreational network in the province. It is not only a recreational, but also a natural network. The attention was not only drawn on its functional aspects, but also on its importance for recreation and nature, as a slow mobility network between the different local cities in the province. The most important element was the combination of public transport, cycling & walking.

Westtoer created the idea of a green-blue network a few years ago. The Stream project was the key to start up the realization of this network. By convincing the province to get in this project and by creating and discussing the corporate identity of these railway tracks, Westtoer took the opportunity to develop a plan for this network which was discussed with the province and resulted in a financial commitment for the application of the corporate identity on all the railway tracks in the province.

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## Good Practice in Belgium

### Mobility centre in the city of Antwerp – Flanders region

In March 2008, the first Flemish mobility centre ‘Smart on the road’ (Slimweg) was introduced in the city of Antwerp. This centre serves as the first in a row of five planned Flemish mobility centres. Since the end of 2009, in all five Flemish provinces a brand new mobility centre can be found.

In order to combine forces and to offer Flemish citizens and companies tailor-made travelling information on sustainable modes, all Flemish transport providers (bus, train, car sharing, car pooling, taxi, cycling federation and walking federation) joined forces and arranged for the first mobility centre ‘Smart on the road’.

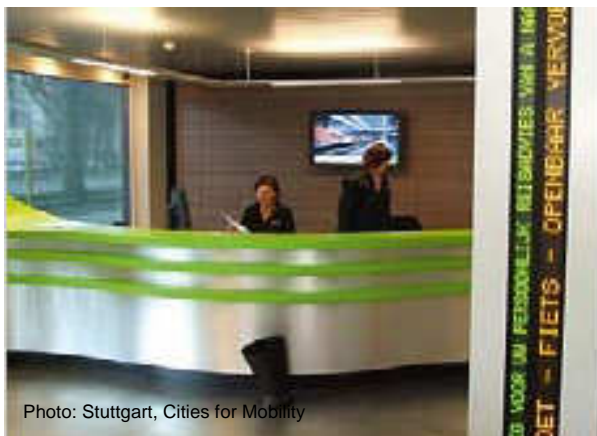
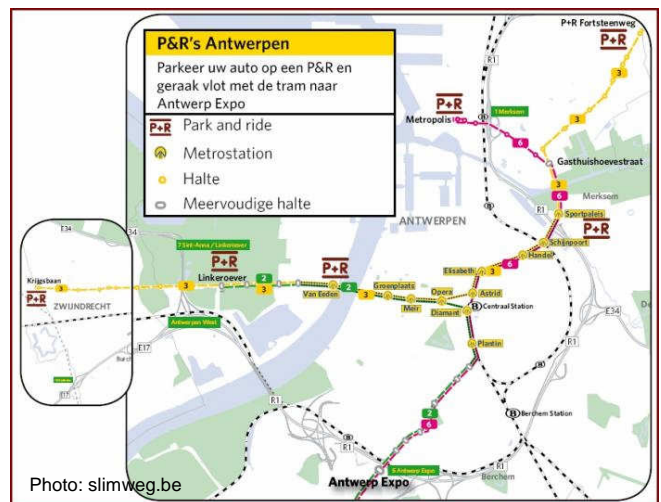


Photo: Stuttgart, Cities for Mobility

In these mobility centres, companies and citizens can ask questions regarding their travel such as walking, cycling, bus, tram, train, taxi and car sharing. Information can be sought online on the official platform of ‘Slimweg’, via telephone or by simply passing by the mobility centre reception desks.

Further, a new online travel planner offers door-to-door travel information service. Not only travelling information on sustainable modes such as walking, cycling, bus, tram and train are included. But also carpool parks, park&ride parks, car sharing stations and taxi stands throughout the Flemish region are taken into account. The map on the right hand side gives an overview about P&Rs and stations of public transportation in Antwerpen.



The website gives an overview of how to reach the most important tourist locations in Flanders in a sustainable way. Cultural events, amusement parks, shopping centres, etc. are all listed and general travel information on sustainable modes is provided as well.

So far the Antwerp mobility centre proves to be successful. All five Flemish provinces mobility centres have been set up and running since December 2009. Results about the success can be found on the website of ‘Slimweg’.

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## Good Practice in Bulgaria

### Special tourist packages for day trips aiming at visitors of the coastal region

Bulgarian Black sea municipalities have limited experience and knowledge about sustainable mobility. Therefore, the Bulgarian pilot actions in the STREAM project were in the first place aiming at the promotion and popularisation of the concept of eco-mobility.

The project started with the establishment of a working group with representatives of the main local stakeholders, and lots of consultation and awareness raising activities. Then, green transport routes for citizens & tourists were developed, implemented and promoted in three pilot sites, all located in protected areas of the Black Sea coastal zone.

In order to mobilize the stakeholders the municipal development plans of the three pilot municipalities had to be reviewed to get more information about the status-quo of tourism development as a first step. Secondly, the physical opportunities for sustainable development had to be reviewed. Three brainstorming sessions with municipal, spatial planning and transport experts took place to develop green transport solutions. The last two steps were to organise public hearings and press conferences in the pilot municipalities and to adapt the plans based on the consulting results.

In a second phase, the STREAM actions were developed in co-operation with all the stakeholders: regional and local authorities, the tourist sector, and local citizens. The most crucial partners were municipal administrations of the pilot sites. They provided experts in spatial and transport planning. The analysis of the physical opportunities for development of sustainable transport alternatives showed that the Atanasovsko lake site is accessible only by on demand bus service. The STREAM-team developed a "green corridor" connecting the main multimodal transport centre of the City of Bourgas with Atanasovsko lake. A cycle route of more than 8 km was marked and signposted which is the first one of this kind. Three ecological trails were identified to be used for walking, cycling or using the traditional salt train.



The cycle route in Bourgas was officially opened end of 2007. The strong support of the Municipality of Bourgas contributed to the project success. Green routes on the site (incl. the eco-tourism product called eco-journey „Birds and Salt”) were developed in collaboration with the Regional Inspection on Environment & Water (RIEW) - Bourgas & the Salt production company “Chernomorski solnitsi” AD.

Green Transport Info packages have been developed for distribution among tour-operators, tourist agencies, hotels and tourist information offices in the Black Sea region. They contain an information brochure presenting the sites, the sustainable transport options to the site and green routes on site, access maps, a poster which is promoting sustainable mobility in the Bulgarian Black Sea Region and flyers promoting the concept of sustainable mobility to recreational destinations and for recreational purposes.

Promotion and communication about the sustainable transport solutions were aiming at international and Bulgarian tourists as well as local people. A special website was designed providing information about the project and running activities, information about sustainable access to the sites, promotion and information materials.

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## Good Practice in Germany

### Hiking Schedules enable to get to the Elbsandsteingebirge in Saxony

The Saxon Switzerland National Park is embedded in the landscape conservation – the national park region of Saxon Switzerland and borders on the Bohemian Switzerland National Park in the Czech Republic. Together, all protected areas constitute the transboundary area of nature called the Elbsandsteingebirge. Both national parks can be reached by urban railway (S-Bahn) in 40 minutes from the urban agglomeration Dresden.

For 10 years both national parks have been trying hard to foster and communicate the environment-friendly accessibility of sights and natural resources in the region. The first 25.000 hiking schedules including timetables and a general map have been published in the year 2000. The hiking schedules give an orientation when travelling by public transportation in the Elbsandsteingebirge.



The folding maps have been distributed for free to guests in the region. In 2009 the general map has been enlarged to the cross-border region, but also the timetables were made available bilingual, in German and Czech. The timetables include extracts from eight different public transport suppliers in Germany and the Czech Republic. The mixture of public modes of transport is tremendous. Train, bus, steamship, ferry boat and the world's most unique tram within a national park can be used to get around in the region.



Users of public transportation (ÖPNV) receive a reduced rate to the visitor centre Schandau of the national park when showing their public transport ticket.

The extensive research of the timetables provides the administrative department of the Saxon Switzerland National Park as well as the tourism association in Bohemia. Sales and distribution is carried out by the national park centre, the involved public transport enterprises, the tourism information office as well as 100 tourism service providers on site. In 2010 about 110.000 hiking schedules have been published.

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## Good Practice in Germany

### Getting to the Harz National Park by bus

*Biodiversity and mobility is harmonised by combining various projects in the Harz National Park*

Since 1971, the whole railway system has been a technical monument, but not shut down yet. The narrow-gauge railway of the Harz (HSB) started its operations in 1993 as the first one not being federally owned in the newly-formed German states. The HSB is owner and operator of the longest national narrow-gauge rail network with a length of 140km.

The broken station is located in the middle of the Harz National Park at an altitude of 1.125m and thus is the highest located train station of all steam-driven narrow-gauge railways in Germany. The HSB is operated by 19 municipal partners and has more than 25 steam locomotives and ten railcars.

In regularly scheduled and chartered train services, 1.1 million passengers are transported annually, thereof about 670.000 passengers pass the Harz National Park to the Brocken. Therefore the HSB is the most important public carrier in this national park. The HSB traffic is connected with the regular rail traffic in Wernigerode and Nordhausen. The national park can also be reached by bus from various other train stations. In Lower Saxony an environmentally-friendly low-floor bus with a wheelchair accessible retractable ramp runs from May to October. Another bus called the "Green Harzer" operated by the KVG Braunschweig runs from April to mid of November to one of the most popular hiking areas of the national park - the Harzburger beech groves.

By using these bus lines, one can reach as well the "forest restaurants" of the national park called "Molkenhaus" and "Rabenklippe", where the lynx observation enclosure is located. The "Green Harzer" has been operated for many decades prior to the foundation of the national park in 1994. Then this line was taken over by the Harz National Park in respect to the conservation of the status quo.



Moreover the route of lines was extended. Within the environmental education of the Harz National Park the "lynx ticket" was introduced by the Lower Saxony Federal Association of the German Association for the Protection of German Forest in 2008. The "lynx ticket" includes an informative meeting at the "house of nature", a round-trip with a natural gas bus to and from the lynx enclosure and a lunch package. This offer can be booked at the tourist information centre.

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## Good Practice in Germany

### By train and bus to the canopy trail

*The canopy trail in the national park in Thuringia can be easily reached by public transportation.*

The Hainich National Park was founded in 1997 and is situated in the Thuringian city triangle Eisenach, Mühlhausen and Bad Langensalza. In this area the biggest continuous deciduous forest can unfold itself completely undisturbed. A special attraction is the canopy trail next to the Thiemsburg, which opened in August 2005 and has been enlarged in May 2009. Ever since about one million nature friends have visited the Thiemsburg with its canopy trail and the national park visitor centre. For a long time the crowd of visitors characterised by its individual traffic led to an overload of access roads and parking spaces, to longer queues at the ticket office of the canopy trail, to an increasing dissatisfaction of the local residents and to a CO<sup>2</sup> footprint which was difficult to reconcile with the idea of nature experiences in a national park. For that reason the Thiemsburg has been integrated in the existing hiking bus system between Mühlhausen and Bad Langensalza in 2005.

The administrative department of the national park, the Deutsche Bahn (German Railways) and Re-Ko GmbH, as being the operator of the canopy trail and regional transportation companies were involved in the cooperation project "Marketing and Public Relations" to support the environment-friendly accessibility to the Hainich National Park and the canopy trail.

It was not only to advertise the usage of public transportation (ÖPNV), but also to optimise connection times of trains and busses and to develop the "environment ticket". By using the "environment ticket" one can take the bus from the train stations Bad Langensalza, Eisenach and Mühlhausen to get to the Thiemsburg and back. Moreover the "environment ticket" includes the admission fee to the canopy trail as well.



The bus companies and the operator of the canopy trail also offer a reduced price ticket for the canopy trail for those arriving by public transportation. Today, the bus system contains frequent shuttle busses and "dial-a-bus" services which have to be ordered about two hours before departure, regardless of the number of passengers. This service also enables persons with reduced mobility to visit the canopy trail. A bicycle rent at the Thiemsburg, in Weberstedt and Bad Langensalza enables visitors to explore the national park by bike as well.

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##### Hainich National Park

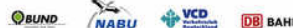
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## Good Practice in Germany

### Future mobility in the holiday region Schwarzwald (ZUMO)

The KONUS guest card enables free rides with busses and trains in all the nine linked transport systems in the holiday region Schwarzwald between Rhein und Neckar, Pforzheim und Waldshut.

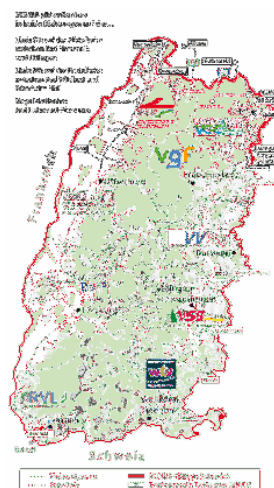
Since the Konus-Card has been introduced as being a free ticket for public transportation in the region in 2004, the Schwarzwald is seen as a pioneer for a CO2 reduced holiday. About two third of the region is situated within the two biggest nature parks of Germany. Climate-certified hotels, solar-energy communities and other local initiatives contribute to the issue of energy saving.

With more than 11.000 km<sup>2</sup>, the holiday region between Rhein and Neckar, Pforzheim and Basel is the most diversified and significant region in Baden-Württemberg. In May 2010 the ministry of economy and the Tourism Marketing Ltd Baden-Württemberg awarded a prize to the 10 winners of the ideas competition "Automobilsommer 2011". (Automobile summer 2011).

One of the winners was the project "Zukunftsmobilität in der Ferienregion Schwarzwald" (ZUMO) which is a joint project of the Steinbeis-Beratungszentrums Innovation & Energie in Trossingen, the Schwarzwald Tourism Ltd (STG) in Freiburg and the IHK Schwarzwald-Baar-Heuberg. For that reason, the region contributes to the pilot project "Zukunftsmobilität in der Ferienregion Schwarzwald (ZUMO)" within the frame of the year of theme "Automobilsommer 2011".

The main aim of this project is to develop attractive and innovative travel offers for 2011 which combine an environment-friendly arrival, accommodation and local food with environmentally sound mobility on site and climate friendly ventures.

The pilot project should be a prelude for a region-wide mobility concept which satisfies the needs of guest, locals and businesses with its diverse components in the long run.



An electric mobility concept should bring additionally added value into the region and improve the offer in a sustainable and future-oriented manner.

Advertising associations and municipalities can apply as a model partner. Prerequisites are that they provide climate-friendly offers during July and September. To set an example, the guests should ideally arrive by train using the Schwarzwald ticket of the German railways; on site they use rental bikes which are free of charge or electric vehicles if applicable. Guests are accommodated in climate-friendly hotels etc. and use their Konus-guest card to go on excursions in the surrounding area. Applications can be sent until end of May 2011. Further information can be found on [http://www.schwarzwald-tourismus.info/projekte/zukunftsmobilitaet\\_zu\\_mo\\_e\\_mobility\\_bringt\\_mehr\\_urlaubsspass\\_und\\_schont\\_die\\_umwelt](http://www.schwarzwald-tourismus.info/projekte/zukunftsmobilitaet_zu_mo_e_mobility_bringt_mehr_urlaubsspass_und_schont_die_umwelt).

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## Good Practice in Germany

### Be mobile by train

*The only alpine national park in Germany offers vacationers to explore the magnificent nature with the package deal “Be mobile by train” in a sustainable way.*

The Berchtesgaden National Park is the only alpine national park in the country and a former cooperation partner of the initiative “Fahrtziel Natur”. The national park works together with the Tourism Ltd. of the Berchtesgadener Land. Every year about 1.5 millions visitors get to the national park. The whole region is mostly appreciated as travel destination by “Best Agers”. Besides this target group, young families should be inspired by the national park as well. In 2005 the package “Be mobile by train” was introduced by the national park and Tourism Ltd. of the Berchtesgadener Land. The main aim of the package was to offer a sustainable travel to the national park.

This package deal can be booked throughout the year and includes a round-trip ticket, seven overnight stays in a guest house and transfer by taxi to and from the accommodation. Another component of the package is a guided hiking tour with a ranger in the Berchtesgaden National Park and a boat cruise on the Königssee. The visitors get as well the “Upper Bavaria Card” valid for 3 days. Therewith some other tourism service providers in the region are integrated in the package. I.e. the thermal springs Rupertus. By using the “Kur - Card” all public means of transport can be used free of charge. The development of sustainable tourism offers is an every day commitment to Berchtesgaden and Bad Reichenhall as being a member of the Alpine Pearls.

Since November 2010 the RIT Umwelt Plus (Rail Inclusive Tours Environment Plus) is offered together with the package deal “Be Mobile by train”. This offer enables guest to travel completely CO<sup>2</sup>-free within the Berchtesgadener Land.



For this purpose the Deutsche Bahn (German Railways) calculates the demand of energy, which is expected to be used up by travellers and feeds the respective amount of power from 100% renewable energies from Germany into the main power grid of the Deutsche Bahn. The origin of the power as well as the physical feeding into the main power grid of the Deutsche Bahn is verified by the TÜV SÜD.

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## Good Practice in Germany

### Wadden Sea National Park of Lower Saxony for 1 euro by bus

A visitor to a national park usually expects a sustainable and environment-friendly mobility offer. This applies even more to the national park and biosphere reserve “Niedersächsisches Wattenmeer” since the German-Dutch Wadden Sea region was announced UNESCO world heritage natural site in summer 2009.

The Wadden Sea coastal line of the East Frisian peninsular is easily reachable by train of the Deutsche Bahn (German Railways) and Nordwestbahn, for example with direct Intercity connections from Cologne. The 22 transportation companies that are combined in the linked transportation system Ems-Jade (Verkehrsverbund Ems-Jade (VEJ)) provide connections to smaller towns and island ferries. 30 million travellers are annually transported via 164 lines.

The “Urlauberbus” (vacation bus) with its origins in a previous project in the county Aurich and in the town Emden, was introduced in 2009 as a new touristic service on the East Frisian peninsular whereof guests and the region benefit from equally. With the “cure and visitor card” overnight visitors can use the entire bus route system in the counties Ammerland, Aurich, Friesland, Leer und Wittmund as well as in the cities Emden and Wilhelmshaven for the price of 1 euro per person per trip from March to October.

107.505 sold “Urlauberbus” tickets in the season of 2009 significantly outreached the expectations of the initiators of the project – the Verkehrsregion-Nahverkehr Ems-Jade (VEJ), the Verkehrsverbund Ems-Jade (VEJ) as well as the regional tourism organisations that are joint in the East Frisian tourism Ltd. (Ostfriesland Tourismus GmbH (OTG)).

One reason is the simple employability under the motto “Travel everywhere for 1 euro without limitations”. In particular the bus connections in the coastal regions where the information centres of the Wadden Sea of Lower Saxony are located as well are very well accepted by the vacationers.



In future the national park management and the VEJ would like to expand the successful combination of sustainable mobility and nature experience.

It is planned to establish a nature experience railway network system (Naturerlebnis-Streckennetzplanes) and to equip busses that run directly along the coast with audio-guides so that passengers can already receive information about the characteristics of the Wadden Sea world heritage on the bus.

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## Good Practice in Germany

### The public transport network and touristic offers are ideally link with each other in the nature reserve of the Allgäu High Alps

The Allgäu High Alps is the species-rich mountain region in Germany. With more than 20,000 ha it is considered as nature reserve. From Hamburg & the Ruhr region, there are nonstop Intercity-train connections into the region with its mountains, lakes and nature monuments being popular among tourists.

From 1996 to 2008, visitor arrivals increased annually from 1 million to 1.3 million. To preserve the natural beauty of the region, the county Upper Allgäu together with the transportation association Upper Allgäu, Kempten and the Deutsche Bahn (German Railways) have been conducting a strong policy on local transportation for about 15 years called "In the Allgäu cars are also on vacation". It includes direct connections between train and bus and allows faster transfers and cheap fares for commuters, day trippers and vacationers.

The success is impressive: From 1994 to 2009 the annual number of passengers of the Regional Transport Allgäu (RVA) increased from 2.4 millions to over 7.5 millions. The combined rail and bus tickets for the southern Upper Allgäu come as "day and holiday cards" for 7 and 14 days. They allow unlimited rides by train and bus. Children under the age of 15 travel for free.

With the "Grenzenlos Urlaubs-Ticket GUT" (boundless holiday ticket) one can travel for free on buses and cable cars in Oberstdorf and Kleinwalsertal, but also visit various tourist attractions. The health resort Oberstdorf has reduced its annual CO2 emissions by 16,000 tons through a dense frequency of the local busses and the usage of renewable energies, which contributed to a reduction of individual traffic as well. The communities of the reserve offer electric bikes with a battery life of 60 km and therewith enable a comfortable day trip. In 2003, a local care centre was set up for the nature reserve Allgäu High Alps. This new approach in the Bavarian nature protection has received strong acceptance. The number of visitors participating in guided reserve tours increases constantly.



Since 2009, the subject of "climate protection in everyday life", which also includes sustainable mobility, has become an important part in environmental education. The touristic networking among the communities was optimised with the "Allgäu-Walser-Card" in the 90s. The Upper Allgäu Pass, introduced in 1998, was initially a simple paper card distributed for free to all guests through local information desks. In the winter season of 2002/03 the paper card was replaced by a multifunctional chip-card which can be used by tourists and locals to get reduced fares for public transportation, but also for other leisure activities.

In 2008 about 275.000 cards for guests and second homes owners circulated in the region. About 200 touristic service providers are currently involved as partners in the "Allgäu-Walser-Card" system. Since 2010, the "Hindelang Plus" all-Inclusive package offers use of free public transport and other activities.

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## Good Practice in Germany

### The National and Nature Park region Bavarian Forest can easily be reached with public transportation

The Bavarian Forest National Park has always been a popular holiday and excursion destination for more than 1 million visitors a year since the 90s. This caused considerable traffic pollution in terms of overcrowded parking and traffic emissions. Arrival and mobility on site without a car was impossible at that time. Transport connections on weekends or during holidays did simply not exist. Remedial actions were taken in 1992 when the first traffic concept was initiated. After the assessment and testing phase, a modern natural-gas powered bus fleet was introduced. The so called "Igel-bus" ensured a leisure-based and environmentally-friendly mobility throughout the summer months.

The overall concept included driving bans for vehicles on sensitive feeder roads, a park&ride system, passenger-friendly fares and an extensive information policy. The national park administration and the county Freyung-Grafenau implemented this model.

A coordination office was installed by the Bavarian government in 2000 to implement a sustainable transport concept for the national park. Partners met in the work group of the "Bayerwald-Ticket-Founders". They still push an exemplary connection of sustainable mobility and tourism in the region.

The cooperation of transportation associations and authorities succeeded in optimising the frequency and densifying the transport offers, but also securing and enhancing the rail traffic in the long term. The usage of the offered transport services was substantially simplified by introducing the "Bayerwald-Ticket" which is an integrated ticket of local trains and busses, Igel busses, the Regental train and other transport companies. They all are optimally connected with each other.

As a result, this special ticket became a mobility platform for the national and nature park region with its standardised fares and comprehensible timetables including adapted suggestions for excursions for both tourists and locals. The Igel busses are operated during the seasons and connect the starting and end-points of the hiking paths.



Photos:Fahrtziel Natur

All these traffic services are very well accepted and contribute to a car-free mobility in this region. In the summer season the Bayerwald-Ticket is sold about 37.000 times which equals to 1.4 million kilometres. The Igel-bus ticket counts about 120.000 passengers per season and therewith does not only avoid 560.000 passenger-kilometres, but also considerable amounts of CO2 emissions.

Public relations activities include providing comprehensible and informative materials. 51 official national park partners of gastronomy, commercial business and sights allow discounts and other benefits to users of the "Bayerwald-Ticket" as well

Since May 2010 the environment ticket "Gästeservice-Umwelt-Ticket" (GUTi) enables the use of public transport in all participating communities free of charge. The GUTi is distributed to the guests in all accommodation facilities. It can also be revaluated with further touristic attractions. Overnight stays can be tracked through an electronic reporting system which serves as a basis to calculate the "Umlagepauschale" (rate). The pilot phase runs until the end of 2011.

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## Good Practice in Germany

### Bus&Bike to the Jasmund National Park without using a car

The visitor centre of the Jasmund National Park has over 300.000 visitors annually. Situated directly at the famous chalk cliff "Königsstuhl" the centre offers with its in 2004 built "Zero-Emissions-House" on an exhibition area of 2.000 m<sup>2</sup> and 28.000 m<sup>2</sup> exterior premises numerous entertainment and education offers for a holistic nature experience.

The national park centre can only be reached by bus, bicycle or foot. The three kilometres long access road is closed for cars. Therefore the visitor centre started early to co-operate with the railway and the short distance public transport Ltd. (RPNV) of Rügen and to optimise the possibilities of arrival. With a long distance ticket or an Ostseeticket (Baltic Sea ticket) visitors receive a 20% off on the admission ticket. The RPNV does extensive marketing in its busses – of which 80% run on biodiesel – for the national park centre and aligned the timetables of its routes to the "Königsstuhl" to the opening hours of the national park centre.

Nevertheless many visitors still travel by car to the "Königsstuhl". They have to pay for three services: parking fees at the border of the area, the bus to the national park centre and the entrance.

As an attractive alternative, the RPNV and the national park centre developed the Königsstuhl-Ticket, which combines a day ticket for all RPNV busses on the entire island with the entrance into the national park centre since May 2009. The ticket costs 15 euros for one adult and 30 euros for a family up to five people with a maximum of two adults.

For travellers using the train the environmentally-friendly nature experience of Jasmund is not a problem anyway. There are connections from the IC train stations Stralsund, Bergen and Binz as well as from all the other train stations on the island to the regional transport on rails and to the RPNV.



Between May and October the RADzfatbusses operate with bicycle trailers on the "Bäder route" between Sassnitz and Klein-Zicker.

The Königsstuhl-ticket can be combined with a "bicycle-bus-day-ticket" (3 euros per bike) and therewith contributes to the promotion of bicycle tourism. The establishment of the mobility network around the Jasmund National Park continues. At present a rental system for electric bicycles is being established and a project for a free bus for hikers is already in its trial phase.

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## Good Practice in Germany

**The Müritz National Park ticket ensures an environment-friendly mobility in an outstanding natural landscape, but also has a positive effect on the economic development of the region.**

The Müritz National Park is situated in the middle of the Mecklenburg Lake District and was founded in 1990. In September 1996, the "Weiße Flotte Müritz GmbH and the Personenverkehr GmbH Müritz tested if there was a demand by locals to coordinated modes of transportation with busses and boats to the national park. Since the trial period was very successful, it was not an illusion any more to release the Müritz National Park from motor-driven individual traffic. By doing so the paradise to nature was opened up to visitors in a sustainable way, but also enabled an economic chance to local enterprises.

From the beginning on, the Müritz National Park Administration Office and the local authorities supported this project. In 1997 hourly scheduled services were introduced from May to October. The most important measures are: keeping an attractive routing by combining bus and boat, providing the bicycle transportation for free, enabling a bus escort by a national park ranger and offering time tables coordinated according to guided tours in the national park.

The Müritz National Park ticket can be bought on busses and boats of the "Weiße Flotte Müritz GmbH", in the tourist information centre Waren and in selected hotels. In 1998 the Müritz National Park ticket was honoured with the environment prize of the Land Mecklenburg Western Pomerania and the European ÖPNV-prize (Public Transportation Prize) of the municipal council and the European Regions.

About 35.000 sold ticket within one season guarantee a reduction of noise, dust and greenhouse gases. A large response on this ticket induces an extension of the season in spring and fall, but also a positive effect on the local economy.



The Müritz National Park ticket served as a role model for many other environment-friendly mobility offers in the region such as the "Kranich-Ticket" in Waren-Federow, the "Bärenwald-Ticket" in Waren-Stuer or the bus line Neubrandenburg-Waren-Röbel-Rechlin including a seasonal bicycle transport.

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## Good Practice in Germany

### From the train station Chorin into the biosphere reserve by bike

*A pilot project in the reconstructed train station Chorin connects nature experience and soft mobility.*

The vast nature reserve Schorfheide-Chorin is about 40 minutes away from Berlin by train. Since 1990 it has been an official UNESCO biosphere reserve. In the Southern part of the reserve one can explore untouched nature, but also other attractions such as the monastery Chorin, the ship hoist Niederfinow or the ecovillage Brodowin. They all attract about 100.000 visitors a year.

The number of beds in the accommodation sector has been increased accordingly in the previous years. But still, most of the visitors stay for one day only and arrive by car although there is an hourly train connection from Berlin. For many years the train station Chorin, in need of renovation, was a short stop only without giving any information about tourist attractions. In the biosphere reserve an idea was started up: The train station Chorin should be the main gate to the biosphere reserve after being restored. The first talks about the project took place in 2005 between the representatives of the biosphere reserve, the family Branding (Chorona Immobilien GmbH and the former owner of the train station, the Deutsche Bahn (German Railways). In close cooperation with the monument conservation authority, the Railway Federal Office and the Deutsche Bahn, the train station was reconstructed and energetically renewed by interior insulation and the use of geothermal energy.

Today, the train station hosts the tourist information Chorin and accommodation service, a little historical farm shop, a bicycle rent, the base for nature reserves and the bistro "Lindenblatt". In total 12 persons got an employment by revitalizing the historical train station. The bicycle rental offers barrier-free mobility for everyone: bicycles, trikes and four wheels with built-on wheelchair or child's seat.



The visitor management and the elaboration of the bicycle and hiking maps are made in close coordination with the biosphere reserve.

The bicycle rental called "LandRad" opened further rentals in Joachimsthal and Groß Schönebeck as well.

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## Good Practice in Italy

### Parco Paneveggio – Pale di San Martino Development and Promotion of multimodal transport

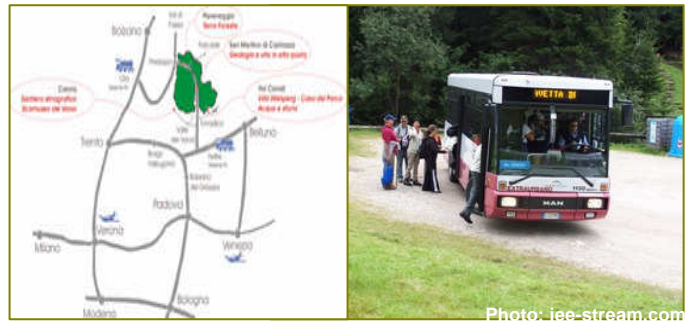
The Italian demonstration site is the Nature Park “Paneveggio Pale di San Martino” situated in the Italian eastern Alps. The park has about 197 sq km and includes essentially three geographical landscape units: the big forest of spruce firs; the Dolomitic complex of Pale di San Martino and the eastern part of the large porphyry chain of Lagorai.

The Park covers the territory of 9 communities. The region covers about 600 sq km with approximately 16.000 inhabitants. The area is characterized by sensitive alpine landscape which is important for local tourism. The village of San Martino di Castrozza, surrounded by the park, has initiated its tourist activities already in the middle of the XIX century, becoming one of the most popular destinations in the Alps. Each year, especially during the winter and the summer seasons, more than 376.000 tourists visit the region, spending about 2.700.000 nights. Moreover the area is important for day tourism, considering that it is easily reachable from bigger cities in the Po Valley.

The aim was to adapt public transport to tourists needs in terms of time scheduling, frequencies, lines and modes coherence and information.

For 9 routes, an analysis of stops, schedules and timetables has been carried out. On the basis of a SWOT analysis, proposals for improvement and optimization of the routes in the summer season 2008 have been proposed to the park management. After discussions, they have been accepted. As a result, the routes have been optimized and the information was adapted.

In co-operation with the local stakeholders (representatives of the hotel and restaurant sector and local tourist board) a proposal for the implementation of a new bus route for the summer of 2008 was also in the planning phase.



Interviews among 900 tourists have been made in summer 2007 to get more information about the mobility and transport behaviour of tourists.

A destination card including a map with identified routes and activities was development in a z-card format. This card should help to promote sustainable mobility and communicate the multi-functionalities of this card. The card was distributed at the main locations of the park and at the main intermodal nodes.

The main aim of this part of the project was the promotion of intermodal nodes as a way to foster sustainable mobility. The implementation of some proposals for the improvement of existing multimodal nodes or the creation of new areas have been discussed with the park and was supposed to take place in the previous years.

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Stream



## Good Practice in Lithuania

### Identifying and planning green routes

In and around Vilnius city, numerous sites of recreational, cultural or natural interest are within reach for pedestrians and cyclists. But both residents and visitors mainly use the car to reach these leisure destinations. The Neris River is an important green corridor going through the centre of the city and connecting it also to the surrounding region as a belt of green recreational spaces. Unfortunately, this green belt was very weakly used for recreation and there were missing links between the inner city recreational areas and those outside. The aim of the Lithuanian demonstration in STREAM was to defend, develop and promote sustainable mobility corridors leading from the city centre and the other residential areas to the suburbs.

In this phase, inner city green corridors and connecting routes to the outskirts (and to international cycling routes, Eurovelo 11) were identified.

A selection of possible routes was made, taking into account the availability of space, the character and quality of landscape and legal aspects of planning. After site visits and discussions in a working group, 3 sections were selected for further planning, all three with specific characteristics the concept plan of soft mobility routes was drafted by the VGTU team and presented in a project team meeting held at Vilnius City Hall. Meetings with representatives of NGOs, the city and the tourist sector took place in order to obtain support for the concepts.

On the basis of all these contacts, the concept plan was improved, corrected and updated following the received reactions, advice and remarks. Several public meetings were organized, with citizens of three neighbourhoods and youth organisations.

On the basis of the identified promotable networks, specific sustainable tours were integrated in the Vilnius city tour catalogue. A pilot project was already carried out under the form of a water sports event on Neris River in September 2007.



The package was tested in June, 2008. The cycling tour started from Vilnius City to the recreation destination Valakupiai beach in the city outskirts, along the Neris River. From there participants took the canoes on the Neris River, heading back for a beautiful hike back into the city centre. An event was organized at the arrival point. The event was captured by a camera crew and photographers and covered by local media.

Two video-clips about the STREAM-project have already been developed and broadcasted in order to raise awareness and promote actions for the use of the soft mobility routes and for sustainable transport in and around Vilnius city. To get the new products on the market, soft mobility packages were promoted at tourist offices in the Vilnius region. This action went along with intensive communication activities.

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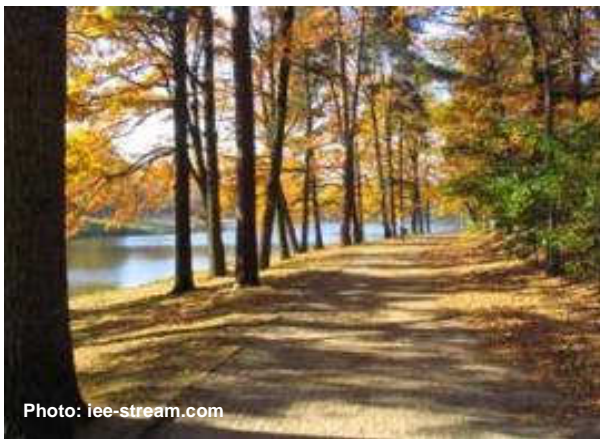
[www.vilnius.lt](http://www.vilnius.lt)  
[www.iee-stream.com](http://www.iee-stream.com)



## Good Practice in Poland

### Education and awareness raising for green mobility to the Lagiewnicki forest in Lodz

The Lagiewnicki Forest is a large urban forest in the city of Lodz in Poland. The aim was to promote sustainable mobility for trips to this natural park from the whole surrounding region and mainly from the city of Lodz. More precisely, a combination of a visit to the park and to the new culture-trade-entertainment centre "Manufaktura" - one of the largest centres in Poland and in Europe - was promoted. This action was at the same time an opportunity to raise awareness on sustainable mobility in general.



In the beginning, a lot of effort was put in the mobilisation of the project partners. Then, mainly in co-operation with the Lodz city road and transport management, possible actions were identified. It was decided in the course of the project that most of the STREAM-actions would be organized within the European Mobility Week in Lodz in 2008. ASM (market research and analysis centre) found regional NGO partners ready to help implement the actions. About 13 organizations supported the project either on a financial and/or organisational basis.

The perfect moment to promote a one day excursion to the Manufaktura centre combined with a visit to the forest was during the European Mobility week in 2008. A direct bus connection was put in place as well.



Several promotional events were organized to attract attention to the sustainable transport solutions to and at the site such as a bike show including an information stand on STREAM at the "Manufaktura" site, a bike sightseeing tour and rental service.

Further actions included the sustainable transport in the educational package proposed by the Lodz City Forestry for children in primary schools, setting up art projects in schools and awareness raising surveys among the people of Lodz.

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## Good Practice in Portugal

### Developing Boat&Bike and Bike&Ride systems

The Boat & Bike and Bike & Ride project should enable people, mainly Lisbon citizens, to get from Lisbon to the beaches of Almada, in Costa da Caparica by boat, but also having the change to take along their bike in a comfortable and cheap way. This concept should encourage Lisbon citizens to get to the beach by bike instead of using their private car.

A cycleway was finished in 2009. It was built to make this 4.5 km link between the boat harbour and the beaches. During STREAM, the conditions for the combination bike&boat have been constantly improved:

The price of transporting a bicycle in the Lisbon – Trafaria boat was initially 1.60 EUR. From October 2006 onwards transporting a bicycle in any boat is free of charge. The maximum number of bicycles on board was extended from 6 to 10 and then to 15 bikes within one year. The boat harbour building was completely refurbished during 2008. Moreover a closed bike parking with video surveillance has been created inside the Trafaria harbour.

The cycle route and the education about sustainable mobility in general were promoted by developing a virtual cycleway with exactly the same route as the real one (including local buildings, the boat harbour, the beach, etc.). The virtual cycleway, a 3D simulator commanded by a real bicycle, was developed by local institutions. It is interactive equipment that promotes the use of the cycleway and the boat for touristic journeys. The virtual cycle track has already been used at different exhibitions and for several educational activities.

Bike parking facilities have been developed as well which included about 102 new bike parking spaces along the cycleway, 20 of them inside the boat harbour with restricted access and video surveillance. A stair gutter to allow bicycles to be taken on the stairs to the beach area was also designed.



Another important measure was a general campaign about sustainable mobility. This action is addressed all year around in several events, but in particular during the European Mobility Week, which is a very important event in Almada. In 2007 and 2008, campaign actions included walking tours, cycling tours, sailing tours, health check-ups, bicycle check-ups, children visits to the public transport operator's facilities, fun mobility for children, safe bicycle training for children, eco-driving training for adults, discussion forums and many more. During this event, the STREAM project and the concept of sustainable mobility for recreation received special attention in the previous years.

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## Good Practice in Switzerland

### „Alpmobil“ offers solutions to sustainable mobility in tourism and recreational traffic all around the Gotthard

60 electric cars are available to the guests in 30 locations in the regions Goms and Haslital. This offers the possibility to use modern and environment-friendly technology in an unspoiled countryside.

The implementation is based on a holistic approach which contains all possibilities of a sustainable locomotion. Therewith the project ties on the pioneering days of the pass roads and tries to turn mobility into an environmentally-friendly experience. The main objective is to make available a diverse, environment-friendly and eventful transportation system which can be used individually or as an arrangement.

Selected junctions (movePOINT's) constitute a contiguous network over the entire region. These “movePOINT's” work closely together and offer diverse means of transport.

The pass landscape offers the ideal infrastructure to experience “mobility” in many different ways. The subproject “electric-mobility” started in summer 2010. In this pilot phase initial experiences with the rental and test drive system for tourist, vacationers and people interested in e-mobility over the pass to Grimsel were made. In the coming up years an entire network should be development over other passes around the Gotthard.

Retrospectively it can be said that the pilot phase “Alpmobil 2010” work quite well. More than half of the customers filled-in a feedback form where the project “Alpmobil” was rated as good to very good. In total, 60 e-cars have been leased by Alpmobil to hoteliers, railway companies, tourism organisations and energy supply companies. 34 e-cars have been rented to vacationers. The load factor of the 60 e-cars accounted for about 50 percent.

The cooperation between the various actors worked out well and has been evaluated as positive as well. Alpmobil is the first project where broad levels of the population have access to electric mobility.



The tourism destinations Goms and Haslital have been taken over the pioneering role for other regions.

Due to the positive feedback Alpmobil received, the initiators of the project decided to carry on the project in the coming up year. The project will be extended to further regions whereof the number of e-cars remains the same. This is possible due to the fact that the e-cars will be used in fewer locations than before. Alpmobil can work together with motivated actors and the operation will be more efficient and the cooperation facilitated. It is planned to include other types of electric vehicles in the fleet such as family-friendly e-cars with four seats. The well working cooperation with the TCS – Touring Club Switzerland should be further intensified. The TCS will be incorporated in the trusteeship of Alpmobil. The advantage is that the project can be planned medium to long term. Currently a business plan is drawn up for the next five years.

Alpmobil has been nominated for the special prize of the eCarTex Award 2010 in the category “sustainable mobility concepts”. The trade magazine for tourism “Travel one” awarded “Alpmobil” with the “Sustainability Prize” of tourism.

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