Document Control Sheet

Project number:	10042161
Project acronym	STEP-UP
Project Title	Sustainable Transport E-Planner to Upgrade the IT-HR mobility
Start of the project	January 2018
Duration	18 months

Related activity:	Task 5.1 – Training activities
Deliverable name:	D 5.1.1.3 Realization of the III Training Session (Report)
Type of deliverable	Report
Language	English
Work Package Title	Creation of new job profiles, professional training and business model development
Work Package number	WP5
Work Package Leader	Università degli Studi di Trieste

Status	Delivered
Author (s)	Sara Carciotti (UNITS) Margherita Cipriano (UNITS) Paolo Ferrari (UNITS) Chiara Gelmini (UNITS) Alberto Locatelli (UNITS) Walter Ukovich (UNITS)
Version	Final
Due date of deliverable	30.09.2019
Delivery date	30.09.2019

INDEX

1. INTRODUCTION 4

1.1 Purpose of this document 5

1.2 Structure of this document 5

1.3 Target audience 6

2. Preparation activities for the realization of the III Training Session 7

2.1 III Training Session: Identification of the Audience 7

2.2 III Training Session: Modality of the session 10

2.3 III Training Session: Identification of the Teachers and Experts 11

2.4 III Training Session: Presented Topics 14

2.4.1 Planning mobility to support sustainable rural tourism [Petra Grgasović] 15

2.4.2 Participatory governance as a model for urban mobility planning [Vanja Lipovac] 29

2.4.3 Sustainable transport and SUMPs [Luca Lucietti] 36

2.4.4 ICT tools for a more efficient and sustainable e-mobility model [Alessandro Rinaldi] 49

2.4.5 Electric Vehicles (EVs), Sharing System, Reallocation and Balancing of sharing EVs within a city through an incentive system 62

3. III Training Session: 17 September 2019 80

3.1 Venue III Training Session 82

3.2 Agenda III Training Session 83

3.3 Attendance III Training Session 84

3.4 Dissemination III Training Session 87

3.4.1 Press Release III Training Session (English and Italian) 87

3.4.2 Articles from Il Piccolo (17/09/2019 and 18/09/2019) 89

3.4.3 Article on Bora.la https://bora.la/2019/09/16/turismo-sostenibile-puoi-dire-la-tua/ 90

3.5 Smart Tourism Survey for Trieste 92

4. III Training Session: Questionnaire 96

1. INTRODUCTION

Within WP5, Activity 5.1, three Training Sessions have been provided, in alignment with the Application Form and STEP-UP project's objectives.
This document reports the actions taken within the Activity 5.1 of WP5 - Creation of new job profiles, professional training and business model development, specifically regarding the realization of the III Training Session.
The first Training Session was held in the third period of the project's lifespan and was organised in the form of a public conference. The second Training Session was held as a webinar in July 2019. The third and last one was held as a public event during the last period of the project.

The document illustrates the realization of the Third Training Session specifying the audience, the topics, the experts involved, the modalities of this particular session and the motivation for these choices and the coherence and utility to STEP-UP project.

All the activities were performed in alignment with STEP-UP Project's objectives and **Project specific objective 3:** STEP-UP sustainability and transferability is the cross objective within consortium and the basis of the proposed activities. New business models and training sessions are the key elements to assure a steady growth to overcome the survival point.

WP5 set specific actions to sustain this objective because capitalize means to transfer knowledge: this is possible through the set of training sessions we organised to the attention of partners and (future) professionals in the field of transport. The goal is to educate on the aspects of mobility and travel planners, focusing on multimodal transport, new business model approaches for the sustainability of STEP-UP over the end of the project and on collecting, sharing and managing transport data.

A relevant key element is to give some instruments to the partners and new professionals to improve themselves and become as autonomous as possible, for this reason we created a specific website as a repository for the Training Session materials and to facilitate the audience in getting more information on STEP-UP and its related topics.

1.1 Purpose of this document

The purpose of this document is to describe the realization of the III Training Session. In particular, it proposes an overview on the ideation, organization and development of the III Training Session, displaying the motivations for each aspect and the coherence and utility to STEP-UP project objectives, topics and scopes.

This document contains the collection of the activities, result and users' feedback related to the III Training Session. In fact, for all the three training session a preliminary analysis was performed to identify the audience, topics, teachers or expert and the modalities of the session. Moreover, after each training session questionnaires were compiled, both by participants and by teachers and expert involved.

1.2 Structure of this document

This Report is structured as follows (synthetic structure description chapter by chapter):

- Chapter 1, An introduction to the document.
- Chapter 2, Describes the preliminary and preparation activities and research necessary to the realization of the III Training Session. It includes the identification of: audience, topics, teachers and experts involved and the description of the modality.
- Chapter 3, Description of the Training Session event.
- Chapter 4, Collection of Questionnaires and audience feedback related to the III Training Session.
- Chapter 5, Annexes.

1.3 Target audience

The target audience of this report is the STEP-UP partnership and their external experts (if they deem it necessary or useful) and the managing or surveying Authorities.

PARTNER	Name of Referent	Contacts
Marche Region	Gabriele Frigio	Email: gabriele.frigio@regione.marche.it
Emilia Romagna Region	Laura Schiff	Email: Laura.Schiff@regione.emilia-romagna.it
Municipality of Lecce	Antonio Esposito	Email: antonio.esposito@comune.lecce.it
County of Split-Dalmatia	Martin Bućan	Email: Martin.bucan@dalmacija.hr
City of Sibenik	Petar Misura	Email: petar.misura@sibenik.hr
Zadar Airport LTD	Josip Sikirić	Email: josip.sikiric@zadar-airport.hr

2. Preparation activities for the realization of the III Training Session

2.1 III Training Session: Identification of the Audience

To **identify audience** and **organize** the training session the most adequately, a preliminary analysis was performed. The Second Training Session, as reported, was dedicated mainly to people who already owned some knowledge on the given topics (partners, external experts, professionals and other stakeholders). To counterbalance the specific character of the Second Training Session and to maximize the spreading, the utility and most of all the engagement of the citizenship, UNITS deemed it useful to design the Third session as a Public Event.

Despite the dissemination character of the session and the attention to an audience which was not necessarily already familiar with the proposed topics, stakeholders were invited to participate in order to fulfil the goal to create and/or consolidate a network among the **project partners**, between the **local authorities**, **all the interested parties** and **the citizenship**.Description of the specific targets for the Third Training Session:

i. Project Partners

Each partner has expertise on specific topics, thanks to their institutional field of action, the support of their Technical Assistance and the know-how gained through previous projects.
We asked the partnership to communicate some areas of expertise they own and we involved a representative as speaker at the Training Session.
We also requested the areas where they wanted to improve their knowledge. They mostly were interested in all the topics we suggested.

ii. Stakeholders

We invited some stakeholders to the training sessions and involved some of them as speakers (e.g. Port Authority of Trieste). Obviously, the stakeholders are active in the transportation or mobility field, so they already own some know-how. Although their knowledge might be positively task driven, they may lack some ground basis or some more technically specific knowledge. Addressing to stakeholders is therefore particularly tricky, since there must be a balance between concrete facts and accuracy. Topics must be captivating and useful for their daily work.

iii. Students

Students best represent the future professionals in the field of transport. The job offer environment is changing seamlessly and especially the field of transport and mobility. It is of crucial importance that students who are about to choose their career are aware of trends that are happening and will lead to future changes, so that they will be more informed and prepared professionals in the future.

iv. Citizenship

Citizenship is called to respond to various responsibilities including participating in political processes and undertaking economic, social and cultural roles according to accepted norms, laws and regulations. Inform citizenship is important also in the themes of the project in fact the development of the main objective of STEP-UP will have repercussion in the way of thinking mobility both in the exceptional cases in which the citizen becomes a tourist but also in the everyday life in which the citizen moves within his city or the neighboring places for the care of himself or for work. Multimodality request an evolved way of thinking and citizenship are the firs kind of audience directly involved in the concrete change that the development of multimodality will bring.
In particular, we involved:

- Target Group 8: Education and training organizations as well as universities and research institutes

A university is partner in the project and will provide training sessions, also broadcasted as live streaming, that will be attended by both project partners and all stakeholders interested on multimodal topics. Following those sessions, any other education or training organizations as well as other universities or research institutes, could replace similar initiatives, obviously with a previous agreement with the first university concerning the use of training materials.

- Target Group 1: General public

The end users are necessary to guarantee the reliability of the project after the end and they are the main target group who will give important feedback in terms of User Interface, User experience, reliability and ease to use the pilot tools. Main categories of general public identified as the most interested to the project outputs will consist of working people and tourists, but also all others citizens could obtain benefit from STEP-UP implementation.

- Target Group 2: Local, regional and national public authorities

Local, regional and national authorities, within IT-HR Programme Area, have to be considered fundamental because they represent the most important figures able both to increase the awareness about ecofriendly transportation and sustainable tourism among different subjects (potential suppliers and potential service providers) and to promote their effective realization, through the definition of useful policy initiatives and operational activities. They are amply represented in the partnership.

- Target Group 3: Regional development agencies.

Regional development agencies, as operative branches of Regional authorities, are in charge of implementing theoretical regional policies, into actual actions. For example, Regions and local authorities draws up specific Regional/Urban Mobility Plans and foresees detailed guidelines which include the increase of multimodal transport, but the risk that those indications could remain not applied is tangible if regional agencies do not take care of those guidelines.

- Target Group 5: Transport associations

Target group Transport Associations Description: Transport associations can have a primary role promoting and incentivizing the diffusion of multimodal transport systems among their participants, but often, that associations do not know enough about multimodal themes and their benefits. So, they will be addressed in particular during WP5 implementation. They will be encouraged to participate in training activities in order to improve knowledge and data analysis on multimodal transport sector.

2.2 III Training Session: Modality of the session

As already exposed in Chapter 2.1, about the identification of the target Audience, the III Training Session was designed as a public event.

When choosing this modality, one decisive factor was the consideration that it would be better to reach different audience targets through the tree sessions because this would better convey the knowledge to very different targets with a different level of awareness. Moreover, it would have been better for dissemination purposes.

In particular, we turned to the citizens of Trieste. The implementation method can be defined as mixed.

An important role is played by the choice of location. The event was structured inside Antico Caffé San Marco, a historic cafe in the very centre of Trieste, which has recently become a literary café. Passage utilities in this location are of different nature. The usual guests of the chosen venue are families, students, workers, passersby, tourists, people with different levels of education of different professions and ages, making it the perfect venue for encountering a significant variety of citizens.

A room was set up to accommodate different types of communication and knowledge sharing channels.

The room was set up with a large desk specially designed for the speakers, with pc, microphones and a large projection screen. A series of seats have been disposed to allow the view of the screen.

Two PC stations were also set up with 2 computers each and headphones. At these stations the audience could look out to hear the recordings of the presentations of all three training sessions.

Another location was reserved for a further questionnaire “Sustainable Tourism? You can have your say”, to gather the opinions of the audience on the perception of the citizenship of mass tourism. This part was particularly important given the stress of the whole session on **Participatory Planning**. This way the Training Session would be educational not only in one way – from the lecturer to the audience -, but we would also listen to the opinions, perception and suggestions of the citizenship and gather information that will be useful in the future of the project and within future projects.

UNITS group members have remained available throughout the event to answer to all curiosities about STEP-UP and INTERREG projects.

The main language was Italian, since the expected audience was of normal citizens, but the presentations were in English with some of them with italian subtitles and we disposed a simultaneous translation for the foreigners and the Croatian Partners who came to the event.

2.3 III Training Session: Identification of the Teachers and Experts

For the Third Training Session, the research for the speakers concentrated on selecting relators who could complete the educational path started with the First Training Session, continued with the technical deepening of the Second session.

For the third and last Training Session the speakers were chosen with the criteria of giving additional notes on the topics already started in the previous training sessions and add a future perspective on the next possible steps, therefore contributing to the sustainability, transferability and durability of the project. These speakers recorded their presentations which will be, as the previous sessions, uploaded to the Project's official YouTube channel and the link will be uploaded on the Training Sessions' webpage (www.step-up.training). For this session, in addition to the post production editing, the videos have been subtitled and made available to the public at the Third Training Session public event.

In addition to the speakers for the recorded of the presentations, we have been selecting the association FIAB, Federazione Italiana Ambiente e Bicicletta as partner in the public event of the Third Training Session. FIAB association, whose members are experts in mobility and strong territorial awareness, has been invited to participate and collaborate in the realization of the event since the citizenship has shown interest on the theme of bicycles within the city, as a green and sustainable vehicle to be considered in the frame of multimodality.

For each seminarian invited to intervene as an expert, the curriculum information of each speaker and the contents of the proposed topic are indicated below. A brief description of his actual professional role is indicated (if they are Project Partner also is specified) and brief biography summarizes the professional position and the training path of each speaker.

A brief introduction follows to each selected speaker with a short biography highlighted in gray:

To share an expert point view on tourism and mobility in general, on the role of mobility management in rural tourism and to introduce existing approaches and solutions was invited the lecture Petra Grgasović.

Petra Grgasović

Director of Erkon Ltd, an independent expert in fields of urban mobility and integrated urban development, also active as an ad-hoc URBACT expert

Petra Grgasovic is a director of Erkon Ltd and an independent expert in fields of urban mobility and integrated urban development, also active as an ad-hoc URBACT expert. During the last decade she has been working both in public and private sector, mostly on project evaluation, development and implementation, strategic planning and policy analysis. Petra is currently a PhD student in field of Geography, already holding a Master's degree in Architecture and Urban Planning and a specialisation in Eco – engineering.

t was decided to invite the expert **Vanja Lipovac** to present an introduction to participatory governance model and to introduce how to approaches and develop participatory governance in practice.

Vanja Lipovac

Consultant for EU Projects, Zadar Airport (STEP-UP project Partner)

Vanja Lipovac has master degree in cultural sociology (2015). Shortly after, he started an internship in Zadar County department for EU projects and development, where he participated on preparation and implementation of several national and international EU projects. After finishing a year of internship he started working as a project manager for „Foster children rights" project, financed from European social funds. After the project ended, he started working as a consultant for EU project for Driope. He is mostly focused on projects regarding urban mobility, intermodality, info-mobility and sustainable development.

To introduce the theme of Sustainable Urban Mobility Planning we invited **Luca Lucietti** as renowned expert in mobility, transport and Participatory Planning.

Luca Lucietti

Civil engineer expert in mobility and transport currently in service at Roma Capitale

Luca Lucietti - Graduated in Civil Engineering (Transport) in 2001 at the University of Rome La Sapienza. He worked from March 2002 up to June 2019 in FIT Consulting srl, an Italian independent SME, where he held the role of Project Manager several projects. FIT built up remarkable national and international experience in research & innovation, demonstration and supporting action projects in mobility of people and goods. He carried out feasibility studies in the urban logistics sector for the cities of Padua, Ferrara, Parma, Frosinone and Prato. He provided technical support for the SUMP elaboration for the cities of Piacenza, Parma, Trieste and Verona, with specific focus on the reorganization of the urban goods distribution. He has lectured and trained on logistics issues in the Link University of Rome's master of sustainable mobility and logistics. He works in the Municipality of Rome (Roma Capitale) since July 1st 2019.

To enhance how ICT tools can enable and assist the transition to smart and sustainable mobility the lecturer A**lessandro Rinaldi** was invited to present the ICT tools and services developed within the European project H2020 ELVITEN.

Alessandro Rinaldi

Research fellow and research doctor
at the Department of Electrical and Information Engineering (DEI) of the Polytechnic of Bari.

Experience and expertise in the specific disciplinary area of IICAR 10 with particular regard to the issues of energy efficiency and sustainability of buildings, also demonstrated through active participation in national and international conferences, as well as constant scientific production with contributions to international journals.Ph.D. in Information Technology Engineering, University of Trieste (2012)

Bartolomeo Silvestri, was invited to show how new mobility technologies and concepts can improve the citizen life in the urban area.

Bartolomeo Silvestri

PhD student and research fellow in the Polytechnic University of Bari, Italy

Bartolomeo Silvestri is a third-year PhD student and research fellow in the Polytechnic University of Bari, Italy. His doctoral research investigates sustainable transport in smart cities, both for the mobility of people and for the last mile logistics. He is focusing on EVs, ELVs and new mobility concepts such as Mobility as a Service, sharing system and innovative approach to engage users. He analyzes also the transport externalities, especially in urban area and energy consumption with the use of EVs as storage in a smart city. He co-authored of several scientific papers in international conference and journal. He holds a master's degree in Management Engineering with specialization in environmental management of companies, from Polytechnic University of Bari, Italy, with a thesis on the optimization of the plants configuration for recovery and treatment of solid urban waste in metropolitan Bari area. He holds a degree in Management Engineering from Polytechnic University of Bari, Italy, with a thesis on the optimization of the train seller point in Apulia region.

To stimulate the active participation of the the citizenship in a public and transparent process, which starts from a careful analysis of reality, urban fabrics, the use of space, densities and services, two representatives of the FIAB association were invited to intervene at the public event, the president **Luca Mastropasqua** and the former public authority and today active member of the association **Jacopo Rothenaisler**. They gave an interesting insight on new perspectives, advantages and governance policy obstacles concerning cycling in a urban environment.

2.4 III Training Session: Presented Topics

The topics for the Third Training Session were chosen thanks to the contribution of the partners and without the need for solicitations. In fact, they have put forward some excellent proposals that are inherent and consistent with what was done previously. Other topics were chosen by UNITS as a response to participation in events related to multimodality and urban planning attended during the last year. The natural collaboration of the Project Partners was particularly important to confirm the **effectiveness of the Training Sessions**.

The Third Training Session concentrated on two main Topics related to Sustainable Tourism: Planning (especially Participatory) and E-Vehicles.

The participatory aspect is becoming more and more fundamental within the strategic mobility planning. It is no longer possible to avoid including citizens, their needs and wishes in the decisional act of designing the future of urban mobility in a sustainable way.

The presentations underlined how mobility planning can bring benefits to e.g. sustainable rural tourism (Petra Grgasović), included the aspect of governance in the Participatory planning model (Vanja Lipovac) and the contribution of SUMPs (Sustainable Urban Mobility Plans) to Sustainability (Luca Lucietti).

The presentations on e-mobility included the aspects of the use of ICT tools (Alessandro Rinaldi) and the system of incentives to foster the Sharing System and the Reallocation of electric vehicles (EVs) (Bartolomeo Silvestri).

The final topics were chosen in collaboration with the lecturers invited to participate in the first training session. Below is the summary of the final presentations' titles, followed by the presentations offered during the conference.

1. **Planning mobility to support sustainable rural tourism**
2. **Participatory governance as a model for urban mobility planning**
3. **Sustainable transport and SUMPs**
4. **ICT tools for a more efficient and sustainable e-mobility model**
5. **Electric Vehicles (EVs), Sharing System, Reallocation and Balancing of sharing EVs within a city through an incentive system**

2.4.1 Planning mobility to support sustainable rural tourism [Petra Grgasović]

Slide 1/28

Slide 2/28

TRAINING STRUCTURE

PART 1	Tourism and mobility: two sides of the same coin
1.1	The interconnection of transport and tourism
1.2	Types and impacts of touristic mobility
1.3	Challenges of tourist mobility management
1.4	Integrated planning as a key starting point
PART 2	The role of mobility management in rural tourism
2.1	Urban vs. rural tourism: challenges and opportunities
2.2	Characteristics of rural areas impacting mobility / tourism
2.3	Tourist mobility management as a tool for rural regeneration
PART 3	Existing approaches and solutions
3.1	Intermodality
3.2	E-mobility
3.3	The role of ICT in supporting rural touristic mobility
3.4	Best practice examples and initiatives

PART 1

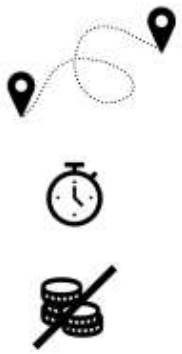
Tourism and mobility: two sides of the same coin

- *Definition of tourism*
- *History of tourism and transport interconnectivity*
- *Types of tourist mobility*
- *Impacts of tourist mobility*
- *Challenges of tourist mobility management*
- *Integrated planning*

1.1 The interconnection of transport and tourism: *Definition of tourism*

Tourism is defined through:

- ORIGIN
- DURATION
- MOTIVATION



There is NO tourism without mobility!

Slide 5/28

PLANNING MOBILITY TO SUPPORT SUSTAINABLE RURAL TOURISM | PART 1 Tourism and mobility, two sides of the same coin

1.1 The interconnection of transport and tourism: *Definition of tourism*

Tourism is defined through:

- ORIGIN
- DURATION
- MOTIVATION

There is NO tourism without mobility!

Slide 6/28

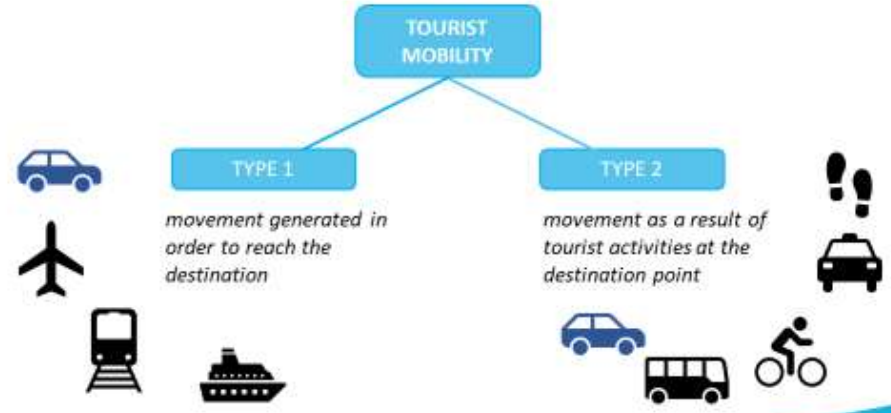
1.1 The interconnection of transport and tourism: *Role of transport*

The impact of transport system development on tourism:

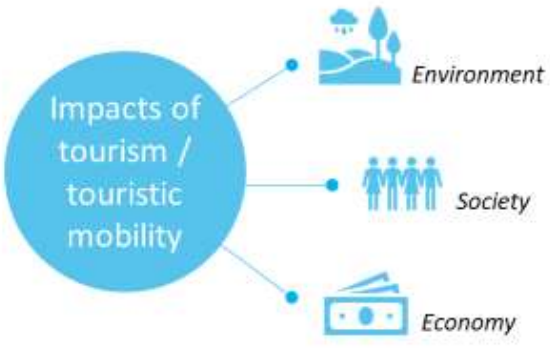
- accessibility of tourist destinations
- mobility within tourist destinations
- potential addition to the overall tourist offer of an area
- attractor of new businesses and services boosting local and/or regional economy

Sources of images: Shutterstock

1.2 Types and impacts of tourist mobility: *Two key mobility types*



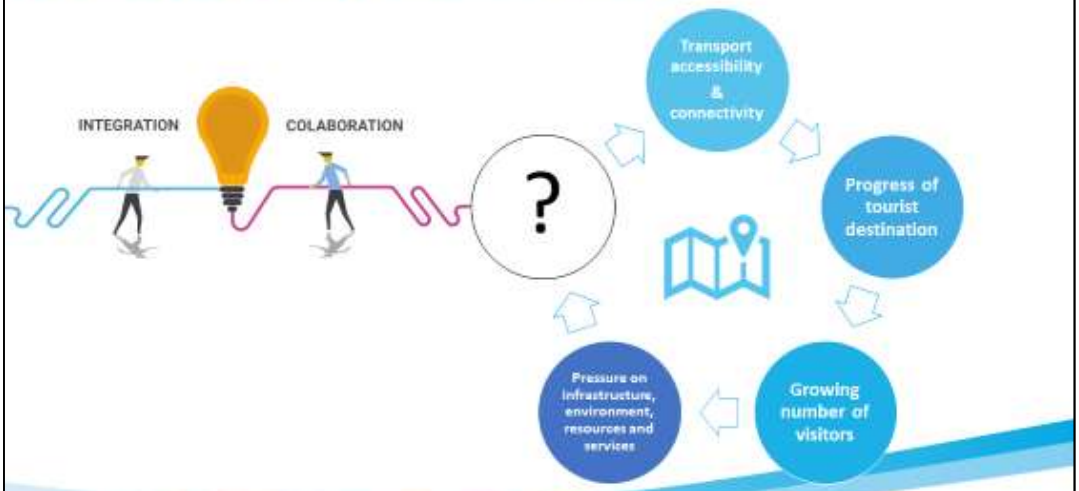
1.2 Types and impacts of tourist mobility: *Overall impacts*



Possible negative impacts:

- *air pollution*
- *unsustainable resource consumption (including energy and land)*
- *congestion*
- *unbalanced territorial development*
- *unequal distribution of tourism generated monetary benefits*
- *reduced quality of life for the residents (abandonment by the permanent residents)*
- *non-feasible infrastructural investments (seasonal use)*
- *inadequacy of public services and infrastructure*
- *damage to cultural and natural heritage*
- *noise pollution*
- *safety issues etc.*

1.3 Challenges of tourist mobility management: *The missing link*



1.4 Integrated planning as a key starting point

- infrastructure and services more compatible with the sustainability demands
- rural areas more accessible and economically active, attractive to tourists and residents

LOCAL LEVEL	REGIONAL LEVEL
SUMPs	*Tourism Travel Plans*
Tourism Travel Plans	*Transport Masterplans*
?	*?*

„Strategies specifically designed to govern tourism demand, in order to reduce localised pressure and distribute it evenly over the destination, are not independent of policies planned for the management of the area as a whole, and particularly of transport policies."

M. Manente, V. Minghetti and E. Celotto (2000)

Slide 11/28

1.4 Integrated planning as a key starting point: *Data collection and analysis*

- Understanding tourists' movements – a key prerequisite for the management of the economic, social, and environmental impacts of tourism
- Lack of data on multi-destination trips (including both inter- and intra-destination trips) – only origin and "main destination"
- Errors in common measurement and interpretation methodologies
- New technologies as monitoring tools (mobile phones, GPS, GIS…)
- The potential of the collected data remains unexploited.

Slide 12/28

PART 2

The role of mobility management in rural tourism

- *Urban and rural tourism characteristics and trends (in terms of socio-economic context and mobility)*
- *Tourist mobility in urban and rural environment*
- *Mobility management helping rural areas*
- *Preconditions to successful mobility management*

Slide 13/28

2.1 Urban vs. rural tourism: challenges and opportunities

URBAN

RURAL

Sources of images:

https://www.hb-booker.com/superb-vacation-unstoppered-alternative-dubrovnikhttps://www.hb-booker.com/superb-vacation-unstoppered-alternative-dubrovnik

https://www.tripmaster.hr/client/clanak/split-se-moze-ljeta-provesti-na-promenii-kao-prigrmnitar-i-vi-dovolimo-uspjete-ne-to-KAKO-ISKUSITE-ZICI-v-centre-ii-ne-stoke-f202-20190503

https://www.budenkmravel.com/hr/client/item/67-leap-safari-bolivianlaz-safari-BTXp9525BBp

http://www.tikvadventure.com/mapa/pa-ti-okolyb-tyet-rural/

Slide 14/28

PLANNING MOBILITY TO SUPPORT SUSTAINABLE RURAL TOURISM | PART 2 The role of mobility management in rural tourism

2.2 Characteristics of rural areas impacting mobility / tourism

- Low population density
- Depopulation
- Aging population
- Low level of economic activity
- Poor accessibility to services

Image source: http://tonsports.net.hr/tag/splitsko-dalmatinska-cupanija/

Slide 15/28

2.3 Tourist mobility management as a tool for rural regeneration

Introduction and adoption of sustainable transport modes in rural tourist mobility

Provision of high quality mobility services adjusted to tourist needs and most common routes

- data
- cooperation
- integration
- information
- marketing
- infrastructure
- other investments

Rerouting the tourists from crowded urban attractors to less popular rural destinations

- part of local and wider territorial strategies
- requires advanced ICT
- collaboration between urban and rural tourist supply
- mobility on the regional level
- inclusion of businesses
- addressing the problems of residents and tourists

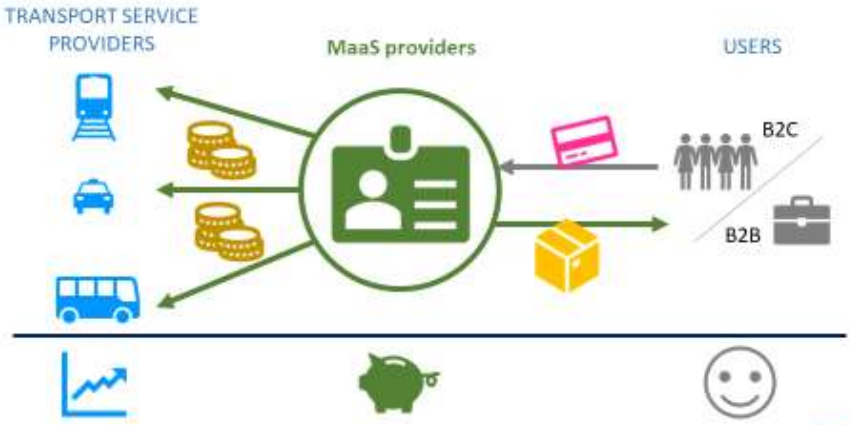
Slide 16/28

PART 3
Existing approaches and solutions

- *Intermodality: potentials and prerequisites*
- *E-mobility in achieving tourism sustainability objectives*
- *The application of ICT to make tourist mobility more sustainable*
- *Project examples*
- *STEP-UP outcomes: Split Dalmatia County*

Slide 17/28

3.1 Intermodality: *Potentials and requirements*



Slide 18/28

3.2 E-mobility: *Potentials and requirements in rural areas*

- Tourism is dependent on accessibility
- Sustainable tourism includes sustainable mobility, especially in rural areas

Public transport

Feasibility?

Simplicity?
Changeovers?
Information?
Dynamic features?

Active modes

Distances?
Infrastructure?
Luggage?
Weather?
Climate?
Safety?

E-mobility (cars)

Requires:
- infrastructure
- Information

Shared e-mobility

Personal e-mobility

Potential:
- Attracting points for tourists and services
- Routing
- Data collection
- Businesses
- Reducing pressure on urban centres

3.3 The role of ICT in supporting rural touristic mobility

Data collection and visitor's behaviour analysis

- Tracking technologies
- Social networks
- Qualitative surveys
- GIS

Visitor mobility management

Route planning Visit planning

Providing information in order to distribute the visits in a more sustainable way in terms of routes and modes

3.4 Best practice examples and initiatives: SEEMORE project (2012 – 2015)

Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe

http://www.seemore-project.eu

Aims:

- to increase visitors' awareness of sustainable mobility;
- to strengthen the cooperation between the mobility and tourism sectors;
- to shift travel behaviour of tourists to sustainable transport modes
- communicate and transfer experiences to other tourist regions.

Expected results:

- reduction of car use by targeted visitors for leisure trips within the SEEMORE regions;
- increase in non-motorized leisure trips amongst target groups in the SEEMORE regions;
- increase of annual public transport passengers in the SEEMORE regions;
- increase of passenger demand in rural public transport routes;
- Increase in km driven with electric vehicles
- reduction of annual primary energy use
- reduction of GHG emissions.

Slide 21/28

PLANNING MOBILITY TO SUPPORT SUSTAINABLE RURAL TOURISM | PART 3 Existing approaches and solutions

3.4 Best practice examples and initiatives: SEEMORE project (2012 – 2015)

Sustainable and Energy Efficient Mobility Options in Tourist Regions in Europe

http://www.seemore-project.eu

Aims:

- to increase visitors' awareness of sustainable mobility;
- to strengthen the cooperation between the mobility and tourism sectors;
- to shift travel behaviour of tourists to sustainable transport modes
- communicate and transfer experiences to other tourist regions.

Expected results:

- reduction of car use by targeted visitors for leisure trips within the SEEMORE regions;
- increase in non-motorized leisure trips amongst target groups in the SEEMORE regions;
- increase of annual public transport passengers in the SEEMORE regions;
- increase of passenger demand in rural public transport routes;
- Increase in km driven with electric vehicles
- reduction of annual primary energy use
- reduction of GHG emissions.

Slide 22/28

3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County

STEP-UP project

- WP 3 Development of feasibility/executive studies on multimodal aspects
- Task 3.2 – Realization of feasibility studies and executive projects
- **D.3.2.1 FEASIBILITY STUDY FOR THE PILOT PROJECT OF INITIAL CHARGING STATIONS NETWORK ON THE TERRITORY OF SPLIT DALMATIA COUNTY HINTERLAND**

Purpose of the document:

- Definition of the locations and the key features of the initial network of e-charging stations in the rural hinterland
- Evaluation of the expected impacts of the network layout in terms of accessibility to rural destinations and an overall impact on the socio-economic development of the hinterland.

Slide 23/28

3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County

STAKEHOLDERS

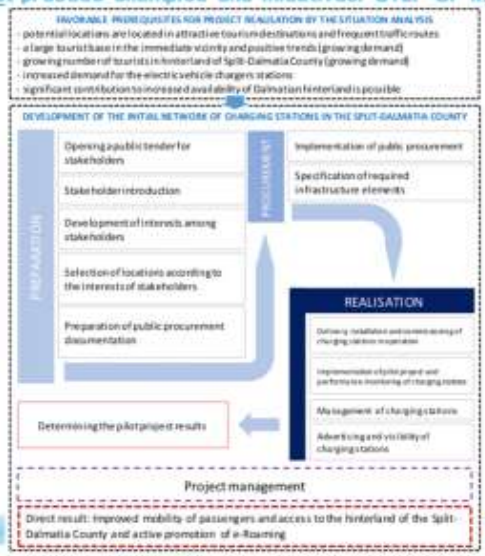
- Split Dalmatia County
- Local administration (multiple municipalities)
- Public and private service providers
- Tourist board of the Split Dalmatia County

TARGET GROUPS

- permanent residents
- tourists

Slide 24/28

3.4 Best practice examples and initiatives: STEP-UP in Split Dalmatia County



Slide 25/28

References

De Cantis, S., Ferrante, M. and Caló, P. (2013). 'ANALYSING TOURIST MOBILITY: CURRENT ISSUES AND FUTURE CHALLENGES', DIEM, 1(1), 0-0. https://hrcak.srce.hr/161545

Dickinson, J. E., & Robbins, D. (2008). *Representations of tourism transport problems in a rural destination. Tourism Management, 29(6), 1110–1121.*doi:10.1016/j.tourman.2008.02.003

La Rocca, R. A. (2015). Tourism and Mobility. Best Practices and Conditions to Improve Urban Livability. *TeMA - Journal of Land Use, Mobility and Environment, 8*(3), 311-330. https://doi.org/10.6092/1970-9870/3645

Manente M., Minghetti V. and Celotto E. (2000) "Visitor and mobility management in tourism destinations: A cross analysis of strategies, projects and practices", *The Tourist Review*, Vol. 55 No. 2, pp. 5-2

Moscardo, G. (2014). Tourism and Community Leadership in Rural Regions: Linking Mobility, Entrepreneurship, Tourism Development and Community Well-Being. *Tourism Planning & Development, 11(3), 354–370.*doi:10.1080/21568316.2014.890129

Ramos G., Dionísio R., Pereira P. (2019) Linking Sustainable Tourism and Electric Mobility – Moveletur. In: Machado J., Soares F., Veiga G. (eds) Innovation, Engineering and Entrepreneurship. HELIX 2018. Lecture Notes in Electrical Engineering, vol 505. Springer, Cham, https://doi.org/10.1007/978-3-319-91334-6_135

Signorile P., Larosa V., Spiru A., "Mobility as a service: a new model for sustainable mobility in tourism", *Worldwide Hospitality and Tourism Themes*, https://doi.org/10.1108/WHATT-12-2017-0083

Sugimoto, K., Ota, K., & Suzuki, S. (2019). Visitor Mobility and Spatial Structure in a Local Urban Tourism Destination: GPS Tracking and Network analysis. *Sustainability, 11*(3), 919. doi:10.3390/su11030919

Slide 26/28

About the author/presenter

Petra Grgasović, external expert

Petra Grgasovic is a director of Erkon Ltd and an independent expert in fields of urban mobility and integrated urban development, also active as an ad-hoc URBACT expert. During the last decade she has been working both in public and private sector, mostly on project evaluation, development and implementation, strategic planning and policy analysis. Petra is currently a PhD student in field of Geography, already holding a Master's degree in Architecture and Urban Planning and a specialisation in Eco – engineering.

Slide 27/28

Contacts

Splitsko dalmatinska županija

Split Dalmatia County
Contact person: Mr Martin Bućan

Split,Croatia
martin.bucan@dalmacija.hr
+385 21 400 156
www.dalmacija.hr

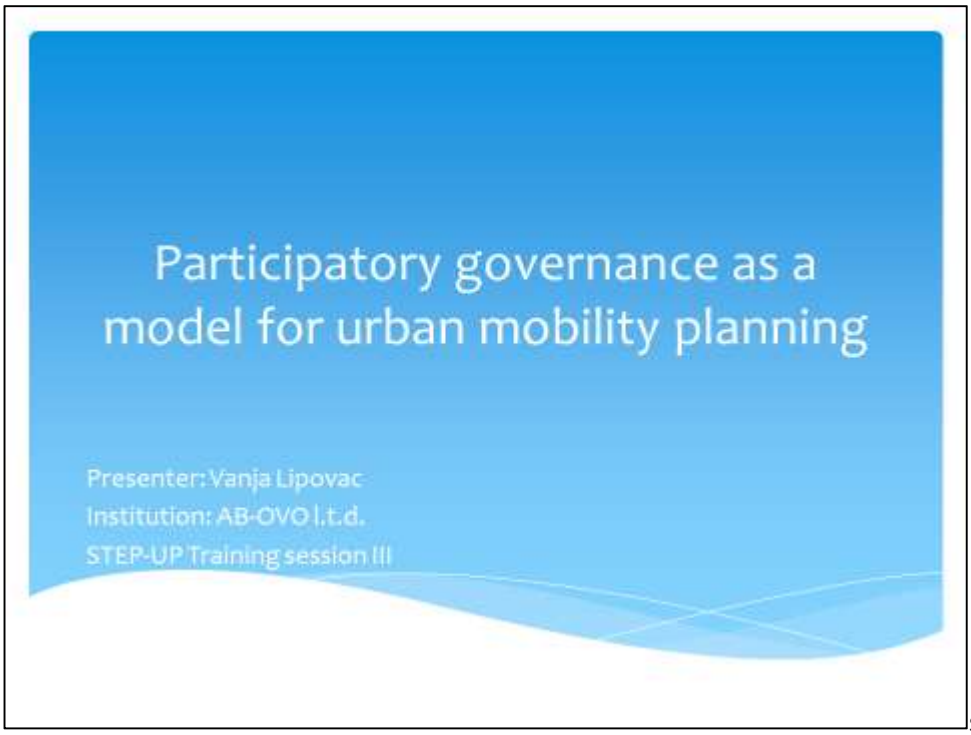
ERKON

ERKON Ltd
Contact person: Mrs Petra Grgasović

Zagreb, Croatia
petra.grgsovic@erkon.hr
+385 95 79 22 676
www.erkon.hr

Slide 28/28

2.4.2 Participatory governance as a model for urban mobility planning [Vanja Lipovac]



Slide 1/14

Slide 2/14

Why is participatory governance model relevant?

1. People are more and more interested in active engagement to take care for their communities
2. This model proposes more realistic problem solutions as communication between related stakeholders creates a good synergy of experiences
3. Reduces costs of planning and offers more potential for investments

Slide 3/14

Stakeholders

Administration – National/regional/local governance	• Have the most power (legally and financially) • Can in majority of cases directly influence the outcome of investment/proposed solution
Experts – organizations and individuals with the most expertise in a given field, artists, scientists, doctors, universities etc	• Professional insight to problem solving • See in advance what is the best option available and how will it affect the current situation.
General public representatives – NGOs, citizen associations and citizen initiatives	• They have the most legitimation to ask for a change, as they (should) vocalize the experiences of real people regarding an issue

Slide 4/14

Slide 5/14

Slide 6/14

Participatory governance

* Participatory governance can mitigate the weaknesses of each stakeholder category by focusing on what they do the best
* Top to bottom approach focuses more on how to solve a problem the best, by engaging general public
* Bottom to top approach focuses more on establishing a ground network that can influence the administration
  * http://participatory-governance-in-culture.net/uploads/bljeske_EN_web.pdf

Slide 7/14

Participatory governance – approaches to engage the general public

1. Noticing a problem and detecting public opinion on it.
2. Stakeholder mapping
3. Discussions among stakeholders and further data collecting
4. Mutual course of action
5. Symbolic agreement for cooperation

A lot more ideas can be found here:
https://www.civicus.org/index.php/es/centro-de-medios/recursos/manuales/611-participatory-governance-toolkit

Slide 8/14

Participatory governance – approaches to engage the general public

1. Noticing a problem and detecting public opinion on it.
2. Stakeholder mapping
3. Discussions among stakeholders and further data collecting
4. Mutual course of action
5. Symbolic agreement for cooperation

A lot more ideas can be found here:
https://www.civicus.org/index.php/es/centro-de-medios/recursos/manuales/611-participatory-governance-toolkit

Slide 9/14

Urban mobility planning by participatory governance model

- Main problem – traffic congestion
- First step: detailing the scope of the problem
  - Public questionnaires and workshops
  - Collecting and analyzing data on traffic fluctuations (done by hired experts)

Slide 10/14

Urban mobility planning by participatory governance model

- Basic data showed that the most congested street was Poljička street, showing signs of overcrowdness even before the touristic season
- Citizen data showed a noticeable level of dissatisfaction with traffic in general, while bicycle usage was estimated pretty low
- The questionnaires also revealed which locations would be the most suitable for bicycle stations, which population would be most interested in public bicycle system etc

Slide 11/14

Urban mobility planning by participatory governance model

- Stakeholders assembled commented on collected data, giving valuable new insights to the situation
- Memorandum of Understanding was signed between City of Split and Split Parking, with the purpose of maintaining a public service a public good

Slide 12/14

Conclusion

* Limitations of the given example
* Urban planning responsive to actual needs
* Participatory governance as a model to improve democracy and quallity of life

Slide 13/14

Conclusion

* Limitations of the given example
* Urban planning responsive to actual needs
* Participatory governance as a model to improve democracy and quallity of life

Slide 14/14

2.4.3 Sustainable transport and SUMPs [Luca Lucietti]

Slide 1/26

Slide 2/26

Transport and mobility planning framework

• **Mobility Master Plans** (MMPs) are intended to represent the global transport policy of a large municipality, including urban goods movements. MMPs aim to improve air quality and public health, promote accessibility and social justice, making cities more pleasant and increasing economic performance. In the UK, the equivalent document is the **Local Transport Plan.**

• National Law n. 340/2000 in Italy introduces the **Urban Mobility Plans** which include the planned interventions in the overall mobility system. Urban Mobility Plan is defined as a 10-year systematic and integrated planning instrument for managing mobility in urban areas, including infrastructural measures. It is not mandatory, but it is identified as a fundamental prerequisite for all municipalities or conurbations with populations over 100 000 in order to receive national funds to co-finance mobility projects.

• The European "**Covenant of Majors**" initiative, addressing "20-20-20" target (20% decreasing of greenhouse gas emissions by 2020 and 20% increasing of energy saving as well as using energy produced from renewable sources).

• **Sustainable Energy Action Plan** (SEAP), according with the Covenant of Majors initiative, is aimed at describing a the set of measures and interventions in the different fields to be implemented in a concrete manner and planned timeframe.

Slide 3/26

Transport and mobility planning framework

Common strategic objectives of the **Urban Mobility Plan** are:
- satisfaction and development of mobility needs
- reduction of air and noise pollution as well as the reduction of energy consumption
- increasing transport and traffic safety
- minimizing individual usage of private car and traffic moderating
- increasing transport capacity and quality of service
- enhancing competitiveness and efficiency of public transport versus private cars
- increasing modal spit towards public transport and sustainable mobility modes
- reducing traffic congestion through integrated solutions of the transport system
- encouraging use of alternative transport modes with lower environmental impact

Common strategic objectives of the **Sustainable Energy Action Plan** (transport-related measures only) are:
- strategic cycle network design and cycling promotion for home-work trips
- development of a recharging network for electric vehicles
- progressive increasing of green buses in substitution to diesel buses
- using green vehicles for last-mile delivery in the city center
- promoting electric car sharing for urban and peri-urban areas
- implementation of measures aimed at facilitating traffic flows and reducing congestion
- modulation parking rates aimed at discouraging private car use in favour of public transport and cycling

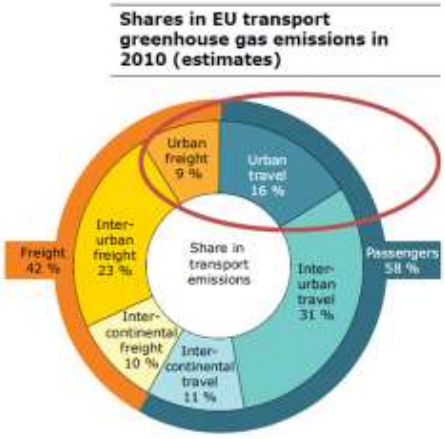
Slide 4/26

Transport and mobility planning framework

Slide 5/26

Transport and GHG emissions scenario

- 60 % GHG
emissions from transport (inc. aviation) by 2050 compared to 1990



Slide 6/26

Transport and GHG emissions scenario

- 60 % GHG emissions from transport (inc. aviation) by 2050 compared to 1990

-40%

Reduce international bunker GHG emissions by 40% by 2050, compared to 2005

10%

For each EU Member State, the share of renewable energy consumed in transport must be at least 10% by 2020.

95g CO^2/km

Reduce average CO_2 emissions of new cars to 95 g/km by 2020

147g CO^2/km

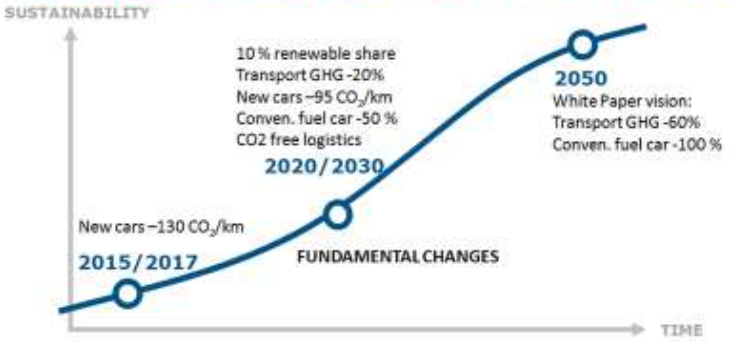
Reduce average CO_2 emissions of new vans to 147 g/km by 2020

Source: EEA, 2013.

European Environment Agency

Slide 7/26

Transport and GHG emissions scenario



2015-2017: specific targets.

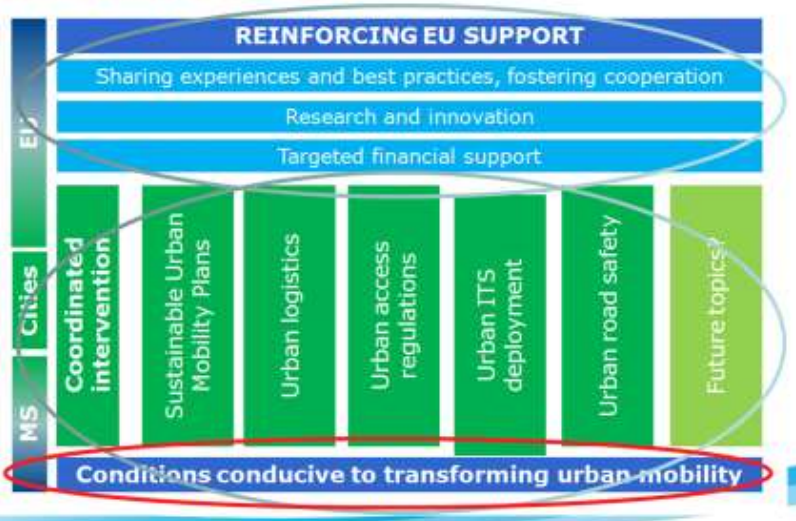
2020/2030: comprehensive policies or specific targets.

2050: long term vision.

European Environment Agency

Slide 8/26

How to move forward



Slide 9/26

How to move forward: from the traditional transport planning to Sustainable Urban Mobility Planning

Traditional Transport Planning	⇨	Sustainable Urban Mobility Planning
Focus on traffic	⇨	Focus on **people**
Primary objective: Traffic flow capacity and speed	⇨	Primary objectives: **Accessibility** and **quality of life**
Modal-focussed	⇨	**Balanced development** of all relevant **transport modes** and shift towards sustainable modes
Infrastructure as the main topic	⇨	**Combination** of infrastructure, market, services, mechanisms, information, and promotion
Sectorial planning document	⇨	Sectorial planning document consistent and **complementary to related policies**
Short- and medium-term delivery plan	⇨	Short- and medium-term delivery plan embedded in a **long-term vision and strategy**
Related to an administrative **area**	⇨	Related to a **functioning area** based on travel-to-work patterns
Domain of transport engineers	⇨	**Interdisciplinary** planning teams
Planning by experts	⇨	Planning with the **involvement of stakeholders** using a transparent and participatory approach
Limited impact assessment	⇨	Intensive **evaluation** of impacts and shaping of a **learning** process

Figure 1: Differences between traditional transport planning and Sustainable Urban Mobility Planning

- Cities are almost always connected with areas around them by daily flows of people and goods.
- The geographic scope of a SUMP needs to be based on the "functional urban area", depending on local context, this might be a city and its surrounding peri-urban area, an entire polycentric region, or other spatial constellations.
- New business models provide "Mobility as a Service", changing attitudes among travellers result in an increase in shared mobility and cycling.

Slide 10/26

How to move forward: Sustainable Urban Mobility Plan

Guidelines for Developing and Implementing a Sustainable Urban Mobility Plan (Second Edition)

Final Draft for MOBIS Conference, 12 June 2013

Interreg Italy - Croatia STEP-UP

REGIONE MARCHE

Slide 11/26

Sustainable Urban Mobility Plan: strategic objectives

A **Sustainable Urban Mobility Plan** is a strategic plan designed to satisfy the **mobility needs** of **people and businesses** in **cities and their surroundings** for a better quality of life.

It builds on **existing planning practices** and takes due consideration of **integration**, **participation**, and **evaluation** principles

- **Sustainable Urban Mobility Planning** focuses on a process that can support the required "step change" to cope effectively with the complex problems that cities are facing.
- A sustainable transport system should meet the following basic **criteria**:
  - Is accessible and meets the basic mobility needs of all users
  - Balances and responds to the diverse demands for mobility and transport services by residents, businesses and industry
  - Guides a balanced development and better integration of the different transport modes
  - Meets the requirements of sustainability, balancing the need for economic viability, social equity, health and environmental quality
  - Optimises efficiency and cost effectiveness
  - Makes better use of urban space and of existing transport infrastructure and services
  - Enhances the attractiveness of the urban environment, quality of life, and public health
  - Improves traffic safety and security
  - Reduces air and noise pollution, greenhouse gas emissions, and energy consumption
  - Contributes to a better overall performance of the trans-European transport network and the Europe's transport system as a whole.

Interreg Italy - Croatia STEP-UP

REGIONE MARCHE

Slide 12/26

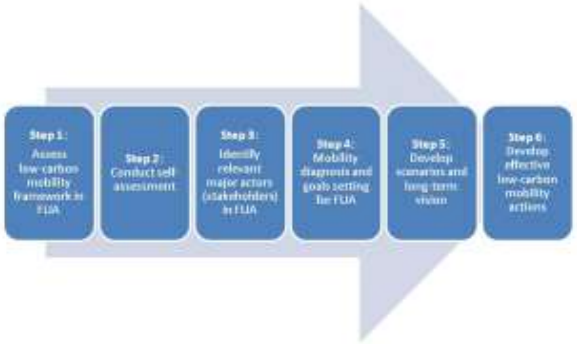
Sustainable Urban Mobility Plan: characteristics

- A **clear vision, objectives and a focus on achieving measurable targets** that are embedded in an overall sustainable development strategy
- A **long-term vision and clear implementation plan**. A long-term strategy and a plan for short-term implementation, specifying the timing for implementation, clearly allocating responsibilities and identifying resources and finances
- A **participatory approach** that involves citizens and stakeholders from the outset and throughout the planning process
- A **pledge for sustainability** to balance economic development, social equity and environmental quality
- An **integrated approach** that considers practices and policies of different policy sectors, authority levels, and neighbouring authorities
- A **review of transport costs and benefits**, taking into account wider social costs and benefits

Interreg Italy - Croatia STEP-UP

Slide 13/26

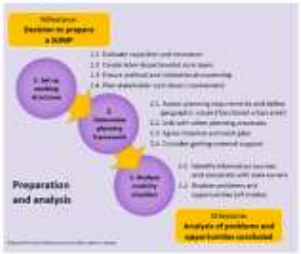
Sustainable Urban Mobility Plan: overall steps



Interreg Italy - Croatia STEP-UP

Slide 14/26

Sustainable Urban Mobility Plan: overall steps



Slide 15/26

Sustainable Urban Mobility Plan: measures selection

Figure 8: Example of how to illustrate ranked measures

1. Walking
2. Urban freight
3. Travel information
4. Traffic safety
5. Traffic management
6. Taxes and fares
7. Site-Based Travel Plans
8. Roadspace reallocation
9. Public transport Enhancements
10. Personalised travel planning
11. Parking
12. New public transport systems
13. New models of car use
14. Marketing and rewarding
15. Land use planning
16. Integration of modes
17. Inclusive urban design
18. e-ticketing
19. Environmental zones
20. Electric Battery and fuel cell vehicles
21. Cycling infrastructure
22. Congestion charges
23. Cleaner Vehicles
24. Bike-sharing schemes
25. Access Restrictions

www.sumps-up.eu

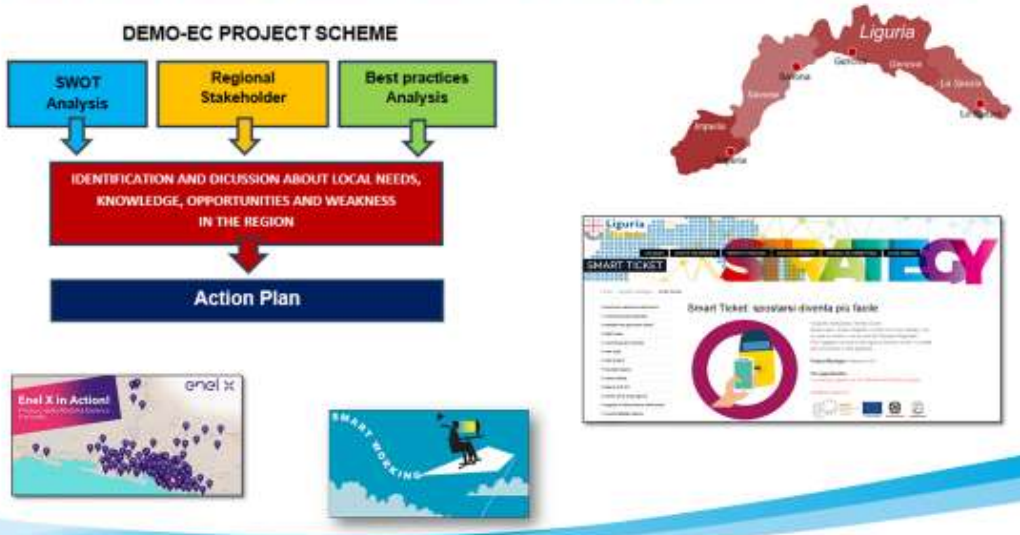
Slide 16/26

Relevant funding opportunities

- HORIZON 2020
- European Structural and Investment Funds
  - Some 8 billion Euros were allocated for urban mobility projects over 2007-2013
- Connecting Europe Facility (CEF) funds for TEN-T projects (Trans-European Transport Network)
- EIB (European Investment Bank) loans and other financial products
- INTERREG programme, CENTRAL EUROPE, for regional sustainable development projects
- LIFE+ programme, for sustainable development projects

Slide 17/26

Case studies: Sustainable Mobility Action Plan Liguria



Slide 18/26

Case studies: Sustainable Mobility Action Plan Liguria

Car reduction

The Regional Government improve policies as guidelines aimed to reduction of car use as issue in different local reality (pedestrian and cycling zones):

- ***PEDIBUS***: In many areas of the cities is active the modal shift from car to walking in home-to-school daily trips in different cities in the Region (from 2013)
- ***RETE CICLABILE LIGURE (RCL) network*** **with 5 cycle routes** in the region to connect Italian and European cycle networks

In Liguria Region a lot of walking/cycling paths are old railway lines not used for several years

Smart Ticket

Slide 19/26

Case studies: Sustainable Mobility Action Plan Liguria

E-mobility

Project at Regional Level

"Progetto Mobilità Sostenibile Genova e Savona"

OBJECTIVES

Definition of the optimal position of the charging stations and installation.

In 2014: project approved by the Region within PNIRE programme

In 2015: Memorandum of Understanding between the municipalities of Genova, Arenzano, Cogoleto, Cairo Montenotte, Savona

In 2018 (May): end of **design phase → Whitin 2019 installation of new 22 charging stations**

City	car-car	Power	Car-moto	Power

In total there will be 52 charging stations

Slide 20/26

Case studies: Sustainable Mobility Action Plan Liguria

E-mobility

Incentives for E-mobility

OBJECTIVE: Create a sustainable development model for improve environmental condition in urban areas with economic incentives for citizens

- **Car tax exemption for electric and hybrid cars for 5 years**, the longest exemption for hybrid cars *in the north of Italy*
- **Free parking pass for electric vehicles in Blu Area** park in Genova and **urban goods vehicles access in LTZ** (Limited Traffic Zone)
- **Scrapping incentive in Genova** for electric scooter and bike (December 2017)

- **Free parking pass for electric** vehicles in municipality area of **La Spezia**
- **Electric cars** (8 cars, 16 charging/parking stations) and **electric bikes** (25 bikes) available for employees of Municipality of **La Spezia**

Slide 21/26

Case studies: MaaS

Mobility as a Service (MaaS) is a mobility distribution model in which customer's major transportation needs are met thanks to one single integrated service provider combining transportation infrastructures, travel information, payment services and more.

(Source: M. FINGER (2015) 'Mobility as a service: from the regulation of transport to the regulation of transport as a service', European Transport Regulation Observer)

- MaaS is a paradigm change in transportation towards offering personalized and smart mobility services reflecting users' different needs
- MaaS is to be the best value proposition for its users, providing an alternative to the private use of car that may be as convenient and more sustainable
- MaaS is all about multimodal passenger transport, shared mobility, multimodal traveler information, integrated booking/ticketing/payment, etc.
- MaaS is fed by scheduled public transport services, parking, private sharing mobility services, on-demand public transport services, etc.

Slide 22/26

Case studies: MaaS

Expected impacts of **Mobility as a Service**:

- reducing private car use
- decreasing private car ownership
- facilitating behavioural change towards sustainable mobility modes
- increasing collective passenger transport use and ride sharing
- reducing CO2 emissions
- reducing congestion and traffic levels
- increasing public transport system's revenues by reaching new customers
- improving attractiveness of PT system
- increasing of PT commercial speed

Slide 23/26

Case studies: MaaS in the city of Turin

The City's Department of Mobility supports the implementation of experimentation activities and **defines policies and guidelines to regulate** the entire process

URBI **supplies MaaS technology and signs commercial agreements** with mobility operators integrated into the MaaS platform

Torino Wireless **supports the coordination among stakeholders, the feasibility and operational implementation** of the Living Lab

ST **facilitates the technical integration** of the systems and manages the operation of the Living Lab

❑ **URBI business** as MaaS platform for companies in the target FUA of Turin

✓ **Mobile app** (Android and iOS) of the MaaS platform for companies to:

- search on map the nearest vehicle (ride sharing, taxi, car sharing) and bike sharing
- compare by time or costs
- reserve (and open) the chosen vehicle and bike
- buy integrated public transport tickets

Slide 24/26

Case studies: MaaS in the city of Turin

The MaaS Technology Platform [IMOVE]

The City of Turin is testing the technology platform, accessed - for free for the entire duration of the LL through a **mobile app:**

- **Route planner, booking and payment** (and validation) for the following means of transport: local public transport, bike sharing, car sharing, taxi;
- **Collection of anonymous and aggregated data on users,** regarding use of the app, mobility choices made, kilometres travelled;
- **Monthly corporate billing for costs** for work to work mobility-job of employees, during the trial period.

travelling by

(…by now!)

Slide 25/26

Contact

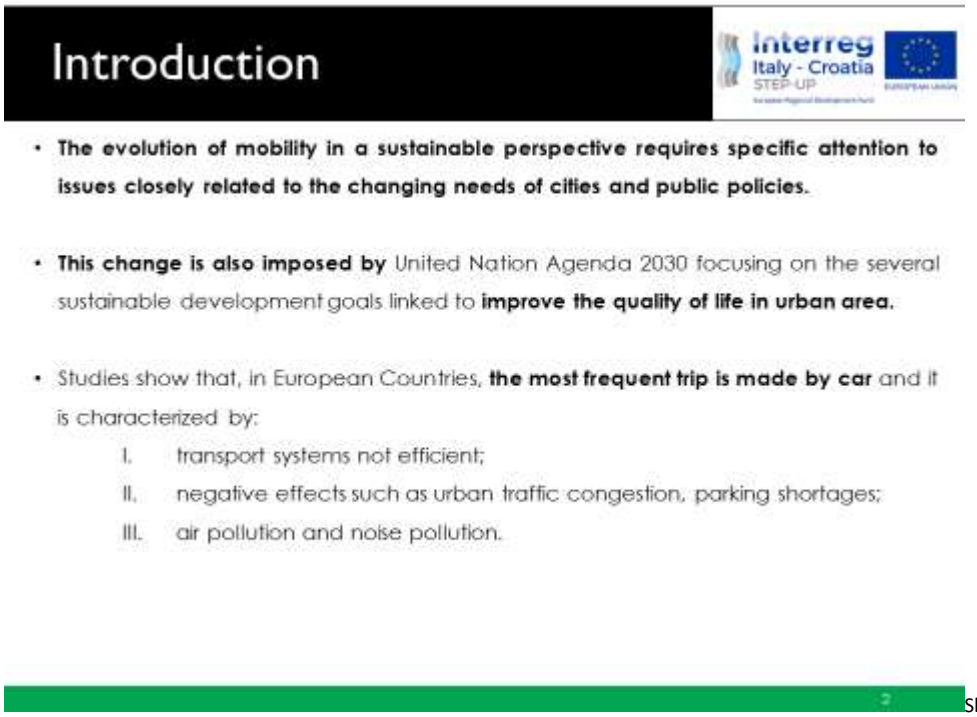
Lucietti Luca
Transport engineer

luciettiluca@gmail.com
3339780642
www.italy-croatia.eu/acronym

Slide 26/26

2.4.4 ICT tools for a more efficient and sustainable e-mobility model [Alessandro Rinaldi]

Slide 1/25



Slide 2/25

Introduction

- The transition to alternative mobility meets the **objectives of decarbonisation, decentralization and digitalisation.**

- In addition to the reduction of CO2 emissions and a clear improvement in air quality, a transport revolution based on more sustainable patterns and mobility habits and low environmental impact technologies has important repercussions not only in the environmental but also in the social sphere.

- In the field of mobility, a new transport mode is emerging, more based on access to services rather than on the use of a vehicle owned by the company.

- In this context, the **Sustainable Mobility** can allow the reduction of the negative effects inside the city area and to create a real smart city.

Slide 3/25

Mobility in Smart Cities

SMART CITY DEFINITION (EU)

ENVIRONMENT	Reduction of CO2 emissions; Use of renewable energy sources, monitoring on energy consumptions
LIVING	Co-working, Cultural initiatives, Living-Lab, crowdsourcing co-design
MOBILITY	Development of technologies to improve urban mobility, low environmental impact
GOVERNANCE	Starting of processes for the involvment of citizens about topics of public rilevance
ECONOMY	Cooperation among public and private actors, developmento of social incubators and of small and medium enterprises
PEOPLE	Sharing of data, security and protection of sources, networking and comunication

The new vision of mobility is characterized by "**smart**" systems which improve the urban traffic and the inhabitants' mobility. These systems are focused on **sustainability**, **innovation** and **safe transport**.

Slide 4/25

ICT in Electro-mobility

- Modern ICT solutions allow significant improvement in the mobility sector, especially for electro-mobility and sharing systems.
- **The ICT tools allow to incentivize and facilitate the use of Electric Vehicles (EV)** by providing services such as booking and brokering, charging station, parking spots, as well as payments and vehicle monitoring.

The ELVITEN project

ELVITEN at a glance

Electrified L-category Vehicles Integrated into Transport and Electricity Networks (ELVITEN)

Call identifier: H2020-GV-2017

Topic: GV-10-2017 "Demonstration (pilots) for integration of electrified L-category vehicles in the urban transport system"

EC funding: 7.840.648,75€

Duration: November 2017 – October 2020

Demonstrations in **Six** European Cities

Slide 7/25

ELVITEN Strategic Objectives

- Develop **replicable usage schemes** of EL-Vs for owners, sharers and light goods deliverers based on the deployment of :
  - EL-Vs **innovative parking and charge services** (including e-charging hubs, integration of public and private charge points in Brokering service, interoperable eRoaming platform)
  - EL-Vs **sharing and rental services**
  - **Support ICT tools to facilitate the usage** of EL-Vs (Brokering service to book and pay, Management system for the e-charging hubs) and **support ICT tools to motivate** the usage (Fleet Monitoring application with Digital Coach app, Serious Game app, Incentives Management Smart Card).
  - **Appropriate policies and incentives**
- Organise **long-term demonstrations** of the ELVITEN usage schemes in 6 Cities

Slide 8/25

ELVITEN Strategic Objectives

- Create a **big data bank of real driving and usage data** and users' experiences and opinions
- Derive **guidelines towards EL-V** manufacturers and Planning Authorities
- Develop **business models** for EL-V sharing, rental, parking and charge services
- Achieve a mind-shift among users, so that they become **e-Owners**, **e-Sharers** or **e-Deliverers**.

Slide 9/25

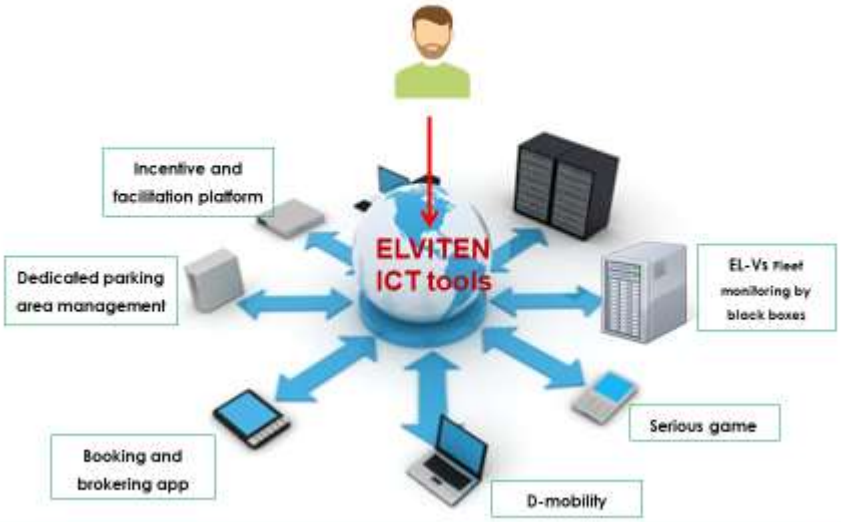
The ICT tools

Slide 10/25

Methodology

- **Study of the actual context**, by analysing the existing ICT assets available in each city for the EL-Vs management.
- **Identification**, on the basis of the foreseen EL-Vs usage schemes, the types of EL-Vs, and other facilities (e-hub), **of the required ICT assets** to be deployed in each city.
- **Definition of the ICT functionalities** to be adapted and implemented, by identifying interactions between the various service providers.
- **Develop, adapt and deploy existing ICT tools**, applications and services.
- **Set-up the infrastructure for the proper data collection** during the demonstration

The ELVITEN tools



Booking app

End user: ELVITEN short-term (sharing) EL-Vs drivers

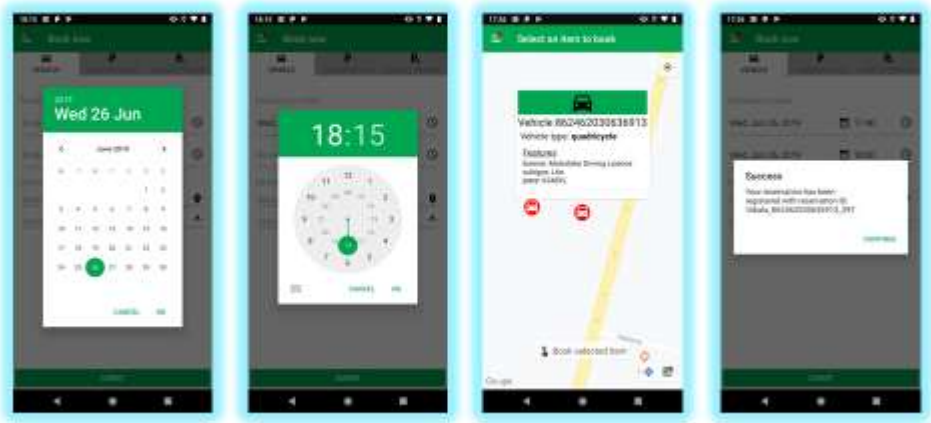
Main Goals:

- Allow ELVITEN users to book resources with a handheld device

Features:

- Book vehicles
- Book charging points
- Book parking spaces
- Cancel bookings
- Fill in questionnaires

Booking app



Digital Coach app

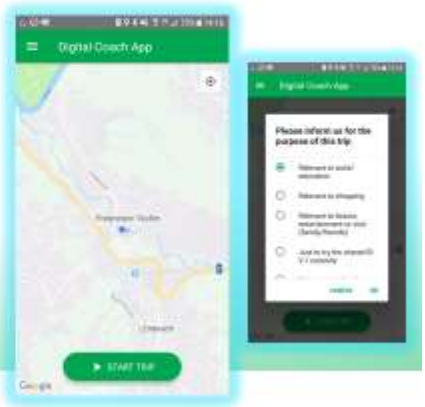
End user: ELVITEN registered user

Main Goals:

- Collect trips' data
- Collect questionnaires

Features:

- User-reported trip start / stop
- User-reported trip purpose
- Fill in app-related questionnaires
- Discover trip score
- Access historical data (trips and score history)



Digital Coach app

Questionnaire overview page

Trip feedback questionnaire

Trip score

Fleet Monitoring tool

End user: ELVITEN city operator

Main Goals:

Provide a GUI to visualize EL-Vs on a map.

Features:

- Visualize black box data in real time
- Localize vehicles on a map
- See driven routes

Detailed view on vehicle

Serious Game

End user: ELVITEN registered user

Main Goals:

- Engage users into the project via gaming
- Collect questionnaires

Features:

- Show data regarding the City and Electric Light Vehicles
- Ask questions to gain points
- Collect points to reach achievements
- Reach point of Interest in the city to discover the city
- Fill in app-related questionnaires

Serious Game

Incentive Smart app

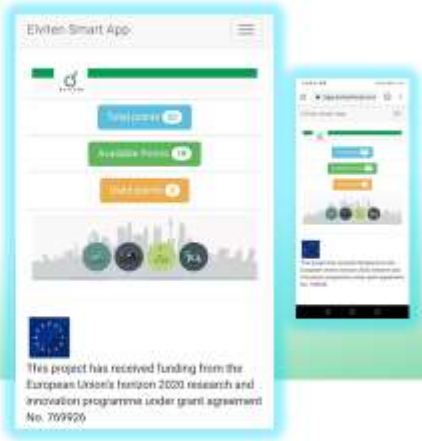
End user: ELVITEN registered user

Main Goals:

- Incentivize the use of ELVITEN services
- Collect questionnaires

Features:

- Discover rewarded actions (rules)
- Browse and claim awards
- Monitor available and used points
- Access historical data (rewarded actions and vouchers)
- Fill in app-related questionnaires



Incentive Smart app

Menu

Rules and corresponding points (Italian, Genoa)

Incentive Administration Console

End user: City Operators only

Main Goals:

- Manage the incentive settings and objects:
  - Rules
  - Incentives
  - Awards (verifiable by awards provider)

Features:

- Customize City-specific rules, needed to gain points
- Define the awards that can be obtained for each City
- Manage general incentive settings

Incentive Administration Console

List of rules of type "recharge"

Insert/editing rule of type "Km Travelled"

23

Conclusions

In the smart mobility context, the ICT solutions:

- allow significant improvement in the mobility sector;
- **incentivize and facilitate the use of Electric Vehicles (EV)** by providing different services;
- **ensure high flexibility** in order to sustain a good and motivating experience for EL-Vs users.
- allow the transiction to the smart mobility by improving the urban traffic and mobility on the basis of sustainability, innovation and safe transport.

24

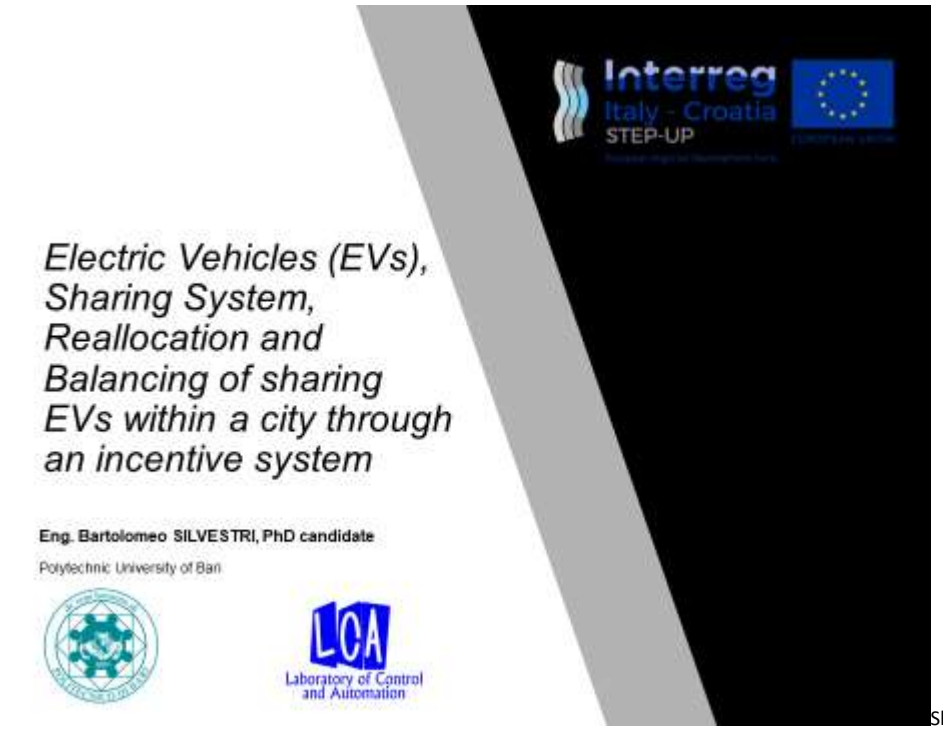
Eng. **Alessandro RINALDI, PhD**

Polytechnic University of Bari

alessandro.rinaldi@poliba.it

www.elviten-project.eu

2.4.5 Electric Vehicles (EVs), Sharing System, Reallocation and Balancing of sharing EVs within a city through an incentive system



Slide 1/35

Slide 2/35

Transport Externalities

- Air pollution
- Climate change
- Congestion
- Noise pollution
- Accidents
- Infrastructure wear and tear
- Land use
- Oil dependence

Transport Externalities in Urban Areas

Different approaches to negative impacts proposed in some EU projects:

- Environment (air and noise), Energy (consumption) and Economy (transport efficiency, safety, land use and urban planning)

- Travel time, employment, road safety and environmental pollution

- Economic, environmental and social

- Environmental and quality life (air pollution, noise, traffic and road deaths)

Transport Externalities in Urban Areas

Mobility produce positive impacts and negative impacts (externalities).

These negative impacts are mainly related to:

- Number of km travelled
- Number of people
- Emission factors of i-th transport mean given transport speed (vehicle technology and driving behaviour influenced primarily the factor)
- Average speed

Innovations

New Technologies

- EVs
- ICT systems and tools
- Smartphones

New mobility concept especially in urban area

- Mobility as a Service (MaaS)
- Sharing systems

Innovative mobility strategies

- Incentive system
- Gamification

Electric Vehicles (EVs) in urban area

Slide 7/35

Electric Vehicles (EVs) in urban area

EVs	On the road	Mainly widespread vehicles. There are different types and sizes.
	Water	Not very common as they can be used in the cities with waterways.
	Air	In the experimental phase, especially small and unmanned aerial vehicle (UAV)

Slide 8/35

Electric Vehicles (EVs) in urban area

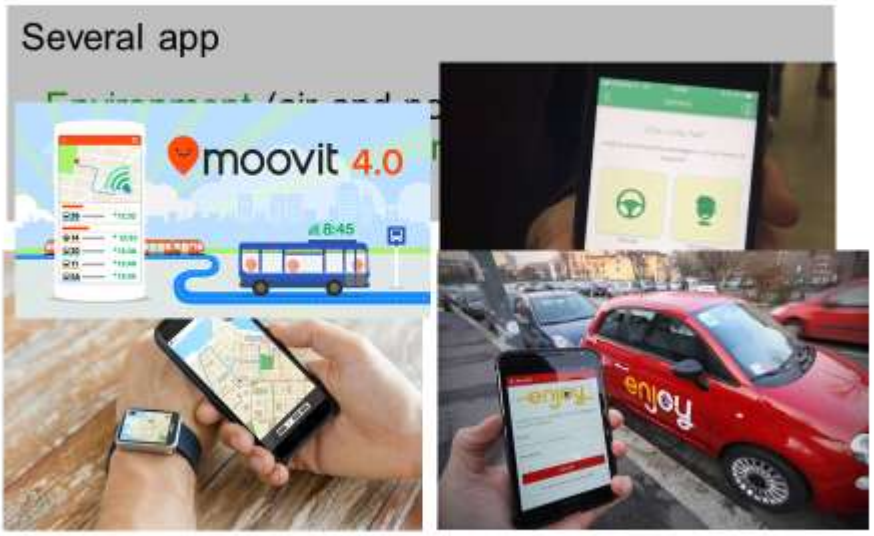
EVs	BEV	Battery Electric Vehicle (electricity only)
	HEV	Hybrid Electric Vehicle (electricity, petrol/diesel)
	PHEV	Plug-in Hybrid Electric Vehicles (electricity, petrol/diesel)
	E-REV	Extended Range Electric Vehicles (electricity, petrol/diesel)
	FCEV	Fuel Cell Electric Vehicles (electricity, hydrogen)

EVs on the road in urban area

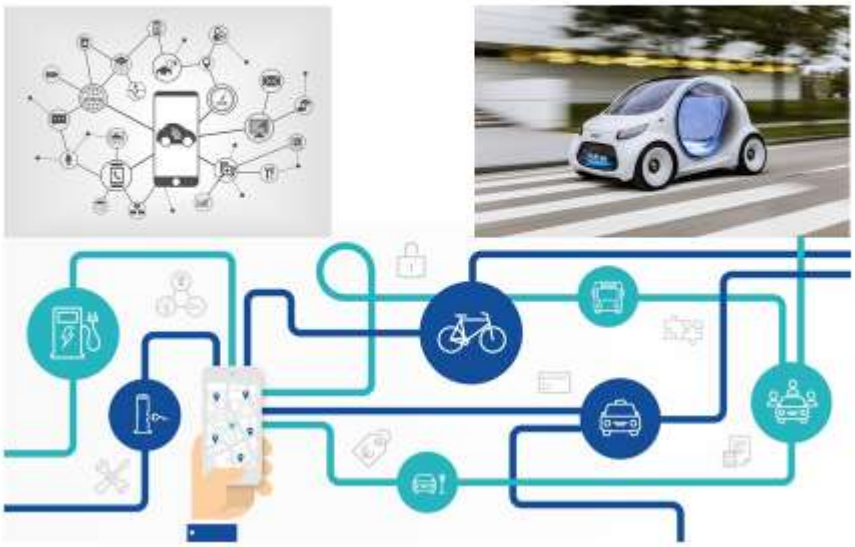
EVs	Pedalec	Cycle with pedal assistance equipped with an auxiliary electric < 250 W, cut off when cyclist stops pedalling and/or vehicle speed reaches 25 km/h
	E-scooter, segway and hoverboard	New urban means of transport for passenger transport. Fast, agile, light and easy to carry.
	E-car	Different technologies developed for EVs for passenger transport
	E-Van	EVs for utility purposes
	ELVs (L1e – L7e)	L1e: L1e-A (powered cycle) and L1e-B (two-wheel moped)
		L2e: L2e-P (three-wheel moped for passenger transport) and L2e-U (three-wheel moped for utility purposes
		L3e: L3e-A1 (low-perform.), L3e-A2 (medium-perform.), L3e-A3 (high-perform. motorcycle), L3e-AxE (enduro motorcycle) and L3e-AxT (trial motorcycle)
		L4e: two-wheel motorcycle with side-car
		L5e: L5e-A (tricycle) and L5e-B (commercial tricycle)
		L6e: L6e-A (light on-road quad), L6e-BP (light quadri-mobile for passenger transport) and L6e-BU (light quadri-mobile for utility purposes)
		L7e: L7e-A1 (A1 heavy on-road quad), L7eA2 (A2 heavy on-road quad), L7e-B1 (all terrain quad), L7e-B2 (side-by-side buggy), L7e-CP (heavy quadri-mobile for passenger transport) and L7e-CU (heavy quadri-mobile for utility purposes)

ICT systems and tools

Smartphones



MaaS – Mobility as a Service

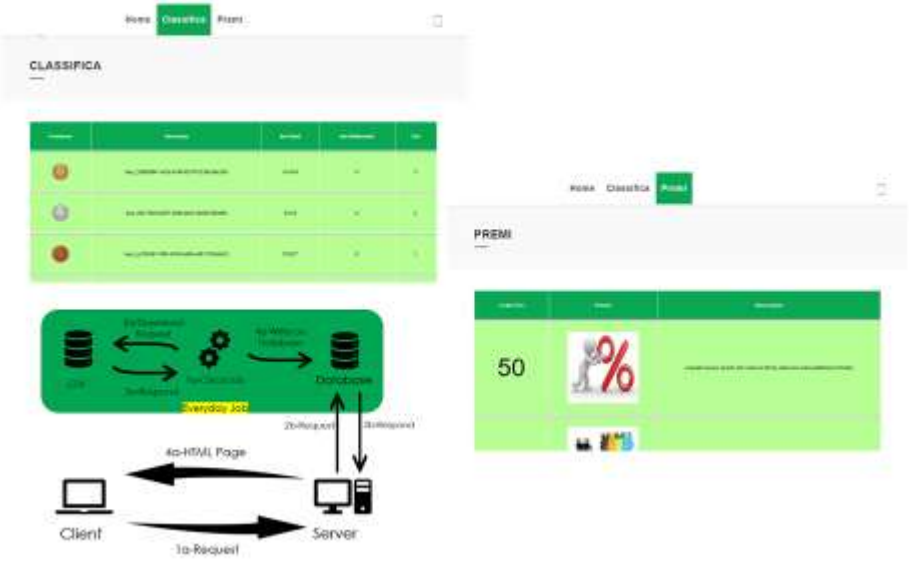


Slide 13/35

Sharing System

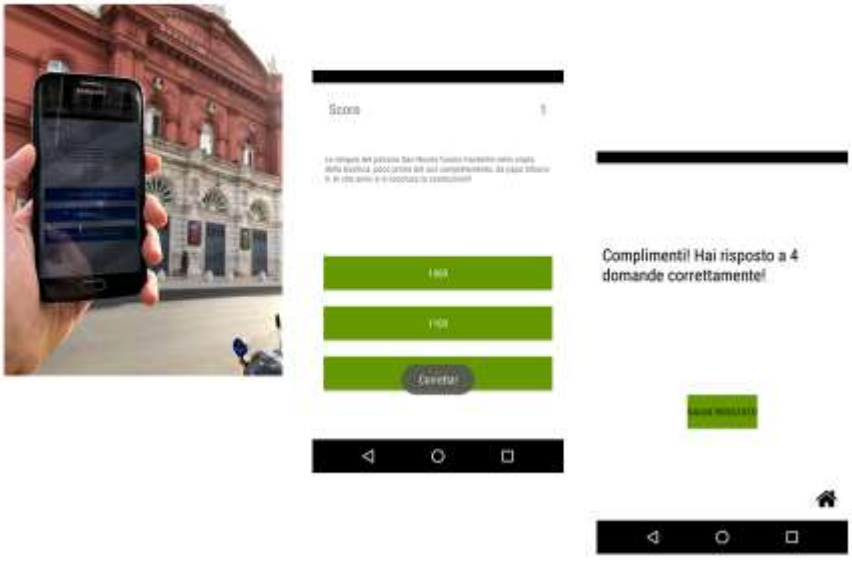
Slide 14/35

Incentive system



Slide 15/35

Gamification



Slide 16/35

Sharing System with EVs

- Station based

- Free floating

Slide 17/35

Sharing System with EVs

Check on the app the available Evs in a real time map

Booking the selected EV

Unlock the EV (often with a personal code)

Use the EV

Use the app to conclude the trip

The EV is locked and payment is done electronically

Are the data entered correct (personal data, licence, payment method) ?

YES

NO

Insert correct data

Use the dedicated app to register

Slide 18/35

Issues of Sharing System with EVs

- Ensure the EVs availability in different city areas
- EVs charging activities
- Reallocation activities
- Stations location and permitted area of use
- Charging points location
- Charging time (EVs availability)

Reallocation activities in a sharing system with EVs

Reallocation activities

- Move EVs from one station/area to an other in order to ensure the availability in all the urban areas. It is important for an high level of service for users which alternatively they would not use it more.
- Charging the EVs in order to guarantee the minimum EV autonomy to reach the destination
- The sharing company ensures this service with its staff. This service is an operative cost.
- The reallocation activities are expensive because are proportional to the number of reallocation, but moving the EVs to the most demands areas, at different times of day, ensures an increase in profits.
- Innovative approach could increase profits and reduce costs.

Positive Incentive

Concept of "Nudge" defined in Behaviour Economics

"SET OF MATERIAL AND VIRTUAL OBJECTS THAT HELP MODIFYING THE MOBILITY BEHAVIOUR TO OBTAIN REDUCTION OF DRIVING AND/OR USE OF ALTERNATIVE MODES"

Slide 21/35

Advantages to introduce Incentive System to reallocate sharing vehicles with user involvement

- Reduction of reallocation costs for the sharing company
- Engage users to the sharing system with reward to be used for mobility services
- Reduction GHG emission and negative impacts (Externalities) due to vehicles involved in the reallocation service by company staff

Slide 22/35

Design of an Incentive System

Reallocation and balancing of shared vehicles through an incentive system

- Propose the reallocation service to users in exchange for an incentive
- Incentive based on 3 ranges of values (all values are lower than the reallocation cost faced by the sharing company)
  - User 1 -> 50% of company reallocation cost
  - User 2 -> 70% of company reallocation cost
  - User 3 -> 90% of company reallocation cost
- Acceptance of users based on probability

Innovative approach to the reallocation activities in a sharing system with EVs

Goal

Minimization of reallocation costs

ASSUMPTION and DATA:

- Consider a EVs (or ELVs) sharing system **station based** (or restricted areas as few blocks)
- **Distances and costs** in the reallocation service defined
- **Max and min number** of EVs (or ELVs) defined in each station to be balanced
- **Number of EVs (or ELVs) in charging** during the reallocation defined
- All the EVs (or ELVs) performing a trip during the reallocation are not considered
- Number of EVs (or ELVs) in each station before the reallocation is known

Data and decision variables

$C_{i,j}$

	1	2	...	n
1	-	5	4	9
2	5	-	7	10
...	4	7	-	3
n	9	10	3	-

C: reallocation cost to move one vehicle from the one station to an other station (data)

X: vehicle reallocated by the sharing company from a station/area to an other station/area (decision variables)

$\hat{S}$: number of vehicles in a station/area before the optimization (data)

S: number of vehicles in a station/area after the optimization (decision variables)

Model of minimization of the reallocation costs service

Objective Function:

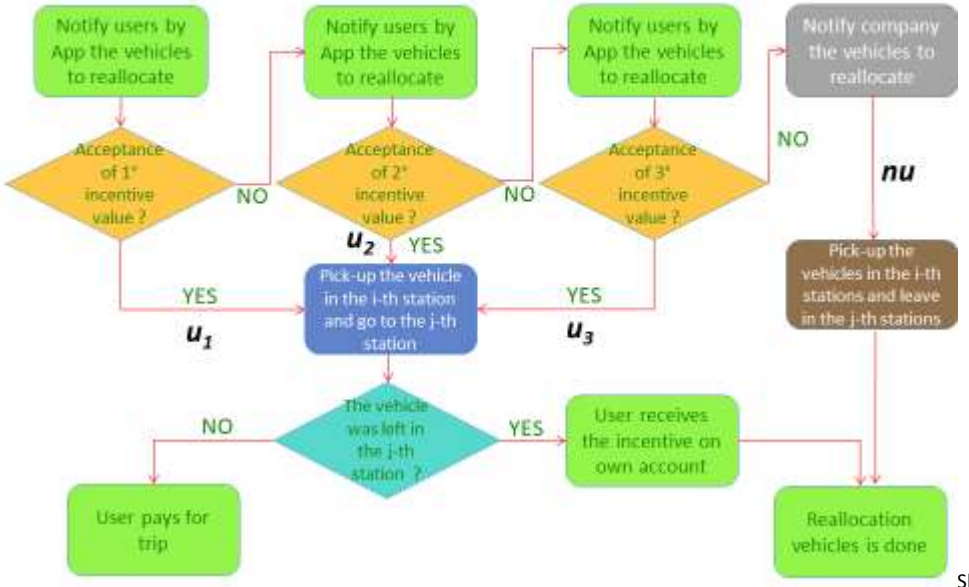
Minimization the total reallocation costs related to the distance to move the EVs from one station to an other

Subject to constraints:

- total number of EVs is the algebraic sum of the EVs leaving each station and those entering
- Min number of EVs in each station
- Max number of EVs in each station
- EVs in charge not considered in the reallocation process*

*This constraint is not present in the case of ELVs that are reallocated by van (such as: e-bikes, etc.)

Process of the reallocation vehicles through an incentive system



Model of reallocation costs minimization with incentive system for users

Objective Function:

Minimization the total reallocation costs related to the distance to move the EVs from one station to an other, also considering the users reward

Subject to constraints:

- total number of EVs is the algebraic sum of the EVs leaving each station and those entering, also considering the reallocation by users
- Min number of EVs in each station
- Max number of EVs in each station
- Acceptance rate of users in the reallocation process
- EVs in charge not considered in the reallocation process*

*This constraint is not present in the case of ELVs that are reallocated by van (such as: e-bikes, etc.)

Simulation with electric car sharing system

Assumptions and data

6 stations

60 electric car

$i \in \{1,..,6\}$
$j \in \{1,..,6\}$
$k \in \{1,..,60\}$

User acceptance constraints:

$u_1 = 1$

$u_2 = 2$

$u_3 = 4$

Recharge constraint:

$X_{ij,k,u} = 0 \quad \forall\ k = 2, 5, 7, 19, 30, 35, 36, 45, 47, 50, 56, 59$

Distance costs

	1	2	3	4	5	6
1	-	5	8	4	4	9
2	5	-	6	7	10	10
3	8	6	-	3	8	5
4	4	7	3	-	3	2
5	4	10	8	3	-	4
6	9	10	5	2	4	-

Simulation with electric car sharing system

Reallocation process only by company staff

Reallocation process with user involvement

Solution without Incentive System:

F.O. = 34

Solution with Incentive System:

F.O. = 26

Simulation with electric bike sharing system

Assumptions and data

6 stations

60 electric bike

$i \in \{1,..,6\}$
$j \in \{1,..,6\}$
$k \in \{1,..,60\}$

User acceptance constraints:

$u_1 = 1$

$u_2 = 2$

$u_3 = 4$

Recharge constraint:

$X_{i,j,k,u} = 0 \quad \forall\ k = 2, 5, 7, 19, 30, 35, 36, 45, 47, 50, 56, 59$

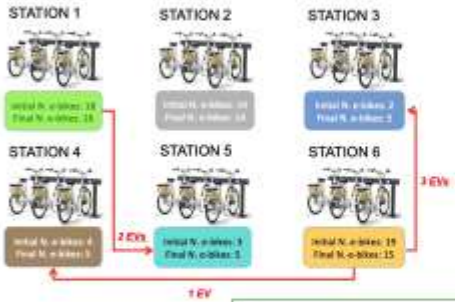
Distance costs

	1	2	3	4	5	6
1	-	5	8	4	4	9
2	5	-	6	7	10	10
3	8	6	-	3	8	5
4	4	7	3	-	3	2
5	4	10	8	3	-	4
6	9	10	5	2	4	-

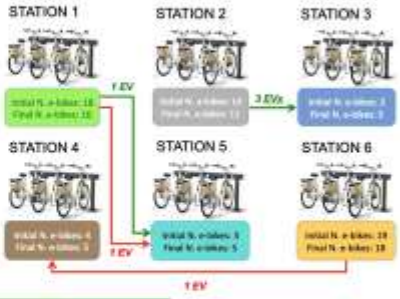
Recharge constraint is not applied in the case of reallocation by company staff

Simulation with electric bike sharing system

Reallocation process only by company staff



Reallocation process with user involvement



Solution without Incentive System:

F.O. = 25

Solution with Incentive System:

F.O. = 17,4

Conclusions

- The innovative EV reallocation approach to minimize the relocation cost for the sharing company on the basis of user involvement by means of an incentive scheme is presented
- The cost of reallocation with users involvement is always lower than that without users or at least is the same (in the simulation we observed about 20-30 % of decreased)
- The problem with the use of ELVs that are reallocated by van (such as: e-bikes, e-scooter, etc.) has all feasible solutions
- The problem with other ELVs or EVs can admit no solution
- User acceptance is based on probability (human behaviour)
- Incentive can be economic (money) or awards (free minutes for mobility sharing, season ticket, etc.). The second choice increases the customer loyalty for this mobility service

Eng. Bartolomeo Silvestri, PhD candidate
Polytechnic University of Bari
bartolomeo.silvestri@poliba.it

3. III Training Session: 17 September 2019

After a welcome on behalf of UNITS group of University oft he Studies of Trieste, FIAB Association exposed critical points and future strategies concerning cyclism as a fundamental sector within sustainable urban mobility plans, also concerning tourism. They stressed governance and policy issues that stand as barriers which could be overcome through specific strategies.

After that, guests were invited to the light buffet to continue the networking, and to listen tot he presentations oft he experts who have been involved in the three training sessions. UNITS' personnel remained available through all the duration oft he event, to answer to the audience's questions.

3.1 Venue III Training Session

The event took place on 17th of September 2019 at Antico Caffé San Marco in Trieste, between 15:00 and 18:00.

It became famous as a rendezvous for intellectuals and writers including Italo Svevo, James Joyce and Umberto Saba, a tradition that continues to date with Claudio Magris. today it is known as a literary café and a meeting place for leisure and business as well as for families and students. a great place to meet people active in the pursuit of the well-being of the city from a cultural and practical point of view.

3.2 Agenda III Training Session

Interreg Italy - Croatia STEP-UP EUROPEAN UNION

STEP-UP Third Training Sessions

NEW SCENARIES ON MULTIMODAL MOBILITY

INFOMOBILITY FOR SUSTAINABLE PASSENGERS' FLOW BETWEEN ITALY AND CROATIA

Public Event

15:00 – 15:20 **Welcome on behalf of University of the Studies of Trieste**

15:20 – 15:30 **Greeting on behalf of STEP-UP Partners (City of Šibenik)**
Petar Miiura

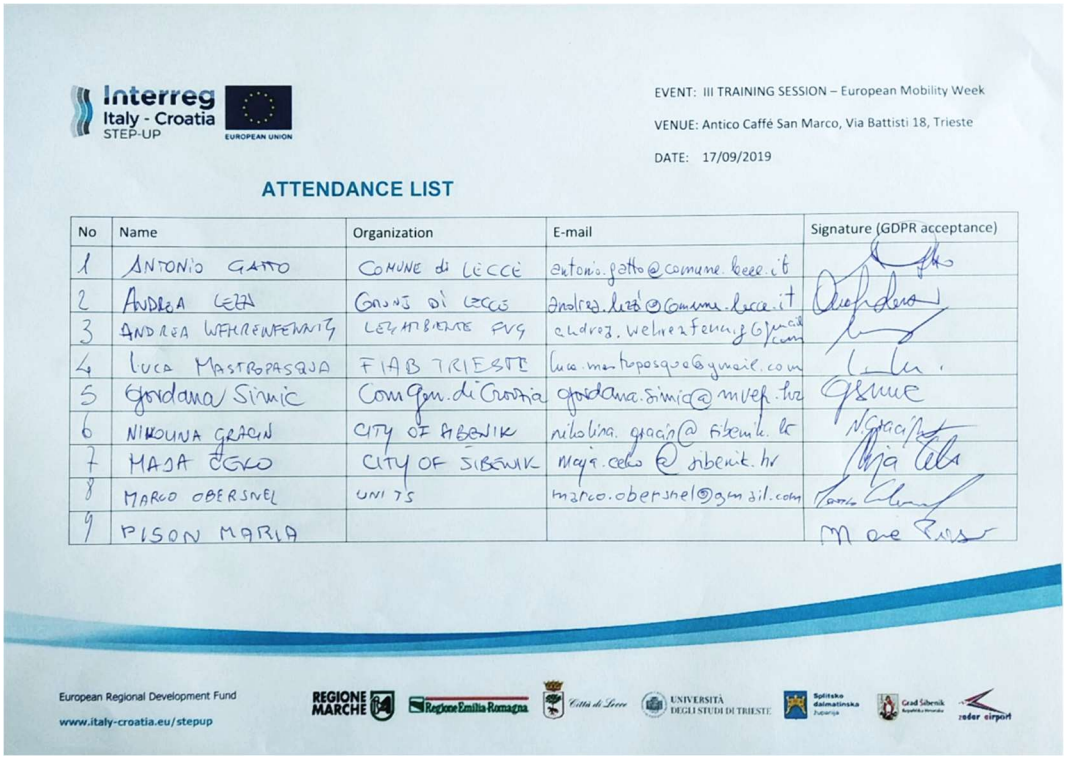
15:30 – 16:00 **FIAB, Trieste bicycle mobility general overview**
Luca Mastropasqua, *FIAB Association President*
Jacopo Rothenaisler, *FIAB Association*

16:00 – 18:00 **Networking Buffet and**
Presentation on topics related to STEP-UP Project:
available on multiple pc workstation

- Sustainable destination management plans fostering climate change mitigation in the tourism sector, including transnational multimodal transport.
- STEP UP INTERREG IT-HR Project.
- An overview of STEP-UP Project, INTERREG IT-HR.
- Improving maritime and multimodal transport services between Italy and Croatia: the experience in MOSES project and the expectations from ICARUS project.
- The role of Mobility as a Service
- Electro-mobility integrated into transport and mobility networks
- Intermodality for a seamless solution
- Improving passengers' mobility, new ideas and methods to ensure sustainable mobility
- Smart Cruise Destination
- The beauty of small villages. Intermodality: the path to encounter it.
- Cultural routes – potential for info-mobility services
- EU projects of the Port of Trieste: several tools for a smart port
- The role of Mobility as a Service
- The economics of electric vehicles
- ICT tool in use at the Port of Trieste: The Port Community System Sinfomar
- How to use GTFS
- MaaS Business Models
- Planning mobility to support sustainable rural tourism
- Participatory governance as a model for urban mobility planning
- Sustainable transport and SUMPs
- ICT tools for a more efficient and sustainable e-mobility model
- Electric Vehicles (EVs), Sharing System, Reallocation and Balancing of sharing EVs within a city through an incentive system

YouTube channel: **Project Step-Up**
link to Web Page: www.step-up.training
e-mail: info@step-up.training
link to questionnaire: https://step-up.training/questionnaire/

3.3 Attendance III Training Session



Interreg Italy - Croatia STEP-UP

EVENT: III TRAINING SESSION – European Mobility Week

VENUE: Antico Caffè San Marco, Via Battisti 18, Trieste

DATE: 17/09/2019

ATTENDANCE LIST

No	Name	Organization	E-mail	Signature (GDPR acceptance)
1	ANTONIO GATTO	COMUNE di LECCE	antonio.gatto@comune.lecce.it	
2	ANDREA LEZA	Comune di Lecce	andrea.leza@comune.lecce.it	
3	ANDREA WEHRENFENNIG	LEGAMBIENTE FVG	andrea.wehrenfennig@gmail.com	
4	LUCA MASTROPASQUA	FIAB TRIESTE	luca.mastropasqua@gmail.com	
5	Gordana Simic	Com.Gen.di Croatia	gordana.simic@mvep.hr	
6	NIKOLINA GRACIN	CITY OF SIBENIK	nikolina.gracin@sibenik.hr	
7	MAJA CEKO	CITY OF SIBENIK	maja.ceko@sibenik.hr	
8	MARCO OBERSNEL	UNI TS	marco.obersnel@gmail.com	
9	PISON MARIA			

European Regional Development Fund

www.italy-croatia.eu/stepup

Interreg Italy - Croatia STEP-UP

EVENT: III TRAINING SESSION – European Mobility Week

VENUE: Antico Caffè San Marco, Via Battisti 18, Trieste

DATE: 17/09/2019

ATTENDANCE LIST

No	Name	Organization	E-mail	Signature (GDPR acceptance)
10	[illegible] ROTHENAISLER	FIAB TRIESTE	ROTHENAISLER@GMAIL.COM	
11	PETAR MIŠURA	CITY OF SIBENIK	PETAR.MISURA@SIBENIK.HR	
12	CARCIOTTI LUCIO		Lucio.Carciotti@virgilio.it	
13	MARCELLO BERCATTI	FIAB	MARBER.MB59@GMAIL.COM	
14	SARA ZANOLLA	RAFVG	sara.zanolla@regione.fvg.it	
15	ALESSANDRO FRANCO	CROCEVIA S. CROCE 83	CARLOALESSANDRO.FRANCO@LIBERO.IT	
16	Wally Razzazi	[illegible]	wallyrazzazi@gmail.com	
17	Rossella Offobrio		donna.ella52@hotmail.com	
18	GIANLUCA PASSANESE	—	gpangik@xtgix.com	

European Regional Development Fund

www.italy-croatia.eu/stepup

Interreg Italy - Croatia STEP-UP

EUROPEAN UNION

EVENT: III TRAINING SESSION – European Mobility Week

VENUE: Antico Caffé San Marco, Via Battisti 18, Trieste

DATE: 17/09/2019

ATTENDANCE LIST

No	Name	Organization	E-mail	Signature (GDPR acceptance)
19	MARINA PREDONZANI	ULISSE FIAB	predonzanim@yahoo.com	[signature]
20	CHIARA GELMINI	UNITS	cgelmini@units.it	[signature]
21	MARGHERITA CIPRIANO	UNITS	mcipriano@units.it	[signature]
22	SARA CARCIOTTI	UNITS	scarciotti@units.it	[signature]
23	PAOLO FERRARI	UNITS	PFERRARI@UNITS.IT	[signature]
24	RAOL BUQI	UNITS	RAOLBUQI@Units.it	[signature]
25	Falcetta Anna	ISIS "Carducci Dante"	annaufl@tin.it	[signature]
26	FRANCESCO SCAREL	SISSA	FRANCESCO.SCAREL@GMAIL.COM	[signature]
27	VIRGINIA RANCIARO	UNITS	virginia_ranciaro@yahoo.it	[signature]

European Regional Development Fund

www.italy-croatia.eu/stepup

REGIONE MARCHE · Regione Emilia-Romagna · Città di Lecce · UNIVERSITÀ DEGLI STUDI DI TRIESTE · Splitsko dalmatinska Županija · Grad Šibenik · zeder airport

Interreg Italy - Croatia STEP-UP

EUROPEAN UNION

EVENT: III TRAINING SESSION – European Mobility Week

VENUE: Antico Caffé San Marco, Via Battisti 18, Trieste

DATE: 17/09/2019

ATTENDANCE LIST

No	Name	Organization	E-mail	Signature (GDPR acceptance)
28	CARLO CARUSO	UNITS	CARLO CARUSO97@HOTMAIL.COM	[signature]
29	Serena Bobbo		serena.bobbo@gmail.com	[signature]
30	MARCO TABOGA		taboga9@yahoo.it	[signature]
31	ANNAMARIA PAHOR		annamariapahor@	[signature]
32	GERMANO DEGAN		germano.degan@gmail.com VIRGILIO.IT	[signature]
33	GIANLUCA GUIDUCCI	UNITS	guiducci.gianluca@hotmail.it	[signature]
34	Giulia Sabaug			
35	Giulia Maria			
36	KRŠANE SINIŠA		INFODOKUM@GMAIL.COM	[signature]

European Regional Development Fund

www.italy-croatia.eu/stepup

REGIONE MARCHE · Regione Emilia-Romagna · Città di Lecce · UNIVERSITÀ DEGLI STUDI DI TRIESTE · Splitsko dalmatinska Županija · Grad Šibenik · zeder airport

Interreg Italy - Croatia STEP-UP

EUROPEAN UNION

EVENT: III TRAINING SESSION – European Mobility Week

VENUE: Antico Caffé San Marco, Via Battisti 18, Trieste

DATE: 17/09/2019

ATTENDANCE LIST

No	Name	Organization	E-mail	Signature (GDPR acceptance)
37	SONIA MAURO		Sciolis@dlce.IT	
38	SCIOLIS NICOLÒ		SCIOLIS@NICS.IT	
39	LEMBO NADIA			
40	ANNY CARRARO			
41	GIORGIO GELMINI		GIORGIO_GELMINI@HOTMAIL.COM	
42				
43				
44				
45				

3.4 Dissemination III Training Session

3.4.1 Press Release III Training Session (English and Italian)

“TURISMO SOSTENIBILE? PUOI DIRE LA TUA!”

Nell’ambito della **Settimana Europea della Mobilità**, l’**Università di Trieste,** insieme a **FIAB** – Federazione Italiana Ambiente e Bicicletta, incontrerà i cittadini martedì 17 settembre, presso l’Antico Caffè San Marco di Trieste dalle ore 15:00 alle 18:00, sui temi del **turismo sostenibile**, sul ruolo delle **nuove tecnologie** nell’ambito della mobilità e sul panorama dei **progetti europei**.

I membri del gruppo di ricerca del **DIA – Dipartimento di Ingegneria e Architettura** dell’Università di Trieste saranno a disposizione per tutta la durata dell’evento per condividere la propria esperienza e rispondere alle curiosità del pubblico.
A tutti gli interessati verranno illustrate le attività e le finalità del progetto europeo Interreg ITA-CRO **STEP-UP** - *Sustainable Transport E-Planner to Upgrade the IT-HR mobility*.
Saranno inoltre presenti anche alcuni partner croati del progetto per presentare le proprie attività di Pilot Site.

Ai cittadini verrà data la possibilità di esprimersi sulla loro **percezione del turismo di massa** e i loro **suggerimenti verranno raccolti**, nell’ottica di una pianificazione partecipata, al motto: **“Turismo sostenibile? Puoi dire la tua!”**.

Nel corso dell’incontro saranno rese visibili su postazioni pc multiple le presentazioni delle precedenti Training Sessions (sessioni formative organizzate dall’Università di Trieste nell’ambito del progetto STEP-UP). Il materiale, che sarà a disposizione di tutti gli interessati, approfondisce alcuni dei **nuovi scenari della mobilità**: MaaS (Mobility as a Service), Electro-mobility, Info-mobility, Pilastri EUSAIR e Sustainable Tourism, ICT Tools for Tourism ed E-Planning Platforms.

Ad affiancare il DIA ci sarà la **FIAB**, associazione impegnata nella divulgazione e tutela della mobilità dolce e dei ciclisti, allo scopo di illustrare le attività in corso e i progetti futuri.

La partecipazione è libera e non è necessaria la prenotazione.

Durante l’evento ai partecipanti verrà offerto un rinfresco.

"SUSTAINABLE TOURISM? YOU CAN HAVE A SAY! "

As part of the European Mobility Week, the University of Trieste, together with FIAB - Italian Environment and Bicycle Federation, will meet the citizens on Tuesday 17 September, at the Antico Caffè San Marco in Trieste from 15:00 to 18:00 on the issues of sustainable tourism, on the role of new technologies in the field of mobility and on the panorama of European projects. The members of the research group of the DIA - Department of Engineering and Architecture of the University of Trieste will be available for the duration of the event to share their experience and respond to the curiosity of the public. All interested parties will be informed about the activities and aims of the European INTERREG project IT-HR STEP-UP - Sustainable Transport E-Planner to Upgrade the IT-HR mobility. Some Croatian partners of the project will also be present to present their Pilot Site activities. Citizens will be given the opportunity to express themselves on their perception of mass tourism and their suggestions will be collected, with a view to participatory planning, to the motto: "Sustainable tourism? You can have your say! " During the meeting, the presentations of the previous Training Sessions (training sessions organized by the University of Trieste within the STEP-UP project) will be made visible on multiple PC workstations. The material, which will be available to all interested parties, explores some of the new mobility scenarios: MaaS (Mobility as a Service), Electro-mobility, Info-mobility, EUSAIR Pillars and Sustainable Tourism, ICT Tools for Tourism and E-Planning Platforms. To support the DIA there will be the FIAB, an association engaged in the dissemination and protection of soft mobility and cyclists, in order to illustrate the activities in progress and future projects. Participation is free and no reservation is required. During the event participants will be offered refreshments.

3.4.2 Articles from Il Piccolo (17/09/2019 and 18/09/2019)

UNIVERSITÀ E FIAB

Turismo sostenibile Se ne parla al San Marco

Nell'ambito della Settimana europea della mobilità, Università e Fiab - Federazione italiana ambiente e bicicletta organizzano oggi all'Antico Caffè San Marco dalle 15 per un incontro sui temi della mobilità (nuovo piano urbano della mobilità sostenibile) e del turismo sostenibile, sul ruolo delle nuove tecnologie nell'ambito della mobilità e sul panorama dei progetti europei.

Nel corso dell'appuntamento verranno illustrate le attività del gruppo di ricerca e le finalità del progetto progetto europeo Interreg Italia-Croazia "Step-Up" (Sustainable Transport E-Planner to Upgrade the IT-HR mobility), come terza Training Session. Saranno inoltre presenti anche alcuni partner croati del progetto per presentare le proprie attività di Pilot Site.

SETTIMANA EUROPEA DELLA MOBILITÀ

Trieste si interroga sulla ciclabilità a partire da Muggia e Porto vecchio

Il "Bike Pride" in via Mazzini organizzato da Fiab Ulisse nel 2015

Micol Brusaferro

Un momento di incontro e confronto, un dibattito su quanto Trieste possa essere proiettata verso una mobilità e un turismo sempre più sostenibili. E' l'argomento dell'appuntamento di ieri al caffè San Marco, organizzato nell'ambito della Settimana Europea della Mobilità, e curato dall'Università di Trieste insieme a Fiab, la Federazione Italiana Ambiente e Bicicletta di Trieste. L'evento rientra anche nella cornice del progetto europeo Interreg Italia-Croazia "Step up" con il Dipartimento di Ingegneria e Architettura dell'Università di Trieste, che ha promosso un contatto diretto con i cittadini nel corso del pomeriggio. Il pubblico ha compilato un questionario sul tema del turismo, utile a capire la percezione della gente a Trieste sull'argomento, e ha ascoltato i dettagli di "Step up", il programma che punta a creare uno sviluppo dei collegamenti tra Italia e Croazia all' insegna della tutela ambientale. Un lavoro di gruppo, che vede impegnate realtà italiane e croate, al lavoro anche per migliorare la mobilità sostenibile nei rispettivi ambiti. A margine dell'incontro è stato fatto anche un punto sui tanti progetti di ciclabilità per il futuro della città. «E' in fase di progettazione la Trieste-Muggia – ricorda Luca Mastropasqua, presidente di Ulisse Fiab - che farà parte di una rete europea di ciclabili, c'è poi quella che riguarda il Porto Vecchio, con un primo lotto già pronto, che percorrerà l'intero comprensorio e sarà bidirezionale. E ancora di sta operando anche per la ciclabile del Carso, già finanziata ma ancora non realizzata. Poi c'è la prospettiva di crearne anche una sulla strada Costiera, nell'ambito di una possibile trasformazione della via in strada turistica».

Grandi iniziative ma anche piccole attenzioni. «Lavoriamo anche per l'aumento degli stalli in città e per rendere in generale Trieste sempre più fruibile da chi ama la bicicletta, anche se stiamo constatando con un po' di amarezza – dice – che dal Comune sentiamo una chiusura nei nostri confronti e una scarsa collaborazione». —

© TUTTI I DIRITTI RISERVATI

3.4.3 Article on Bora.la https://bora.la/2019/09/16/turismo-sostenibile-puoi-dire-la-tua/

16 Settembre 2019

Turismo sostenibile? Puoi dire la tua!

Redazione

el sunto

Martedì 17 settembre, presso l'Antico Caffè San Marco, dalle ore 15:00 alle 18:00, un incontro sui temi della mobilità e del turismo sostenibile

B-Kultur, Eventi nell'EuroRegione, Trieste

Nell'ambito della Settimana Europea della Mobilità, l'Università di Trieste insieme a FIAB – Federazione Italiana Ambiente e Bicicletta sono lieti di invitare i cittadini martedì 17 settembre, presso l'Antico Caffè San Marco di Trieste dalle ore 15:00 alle 18:00, per un incontro sui temi della mobilità (nuovo piano urbano della mobilità sostenibile) e del turismo sostenibile, sul ruolo delle nuove tecnologie nell'ambito della mobilità e sul panorama dei progetti europei.
L'evento è organizzato nella cornice del progetto europeo Interreg ITALIA-CROAZIA "STEP-UP" (Sustainable Transport E-Planner to Upgrade the IT-HR mobility), come terza Training Session (sessione formativa ideata dall'Università di Trieste).
I membri del gruppo di ricerca del DIA – Dipartimento di Ingegneria e Architettura dell'Università di Trieste saranno a disposizione per tutta la durata dell'evento per condividere la propria esperienza e rispondere alle curiosità del pubblico.
A tutti gli interessati verranno illustrate le attività del gruppo di ricerca e le finalità del progetto STEP-UP.
Saranno inoltre presenti anche alcuni partner croati del progetto per presentare le proprie attività di Pilot Site.
Ai cittadini verrà inoltre data la possibilità di esprimersi sulla loro percezione del turismo di massa e i loro suggerimenti verranno raccolti, nell'ottica di una pianificazione partecipata, al motto: "Turismo sostenibile? Puoi dire la tua!".
Nel corso dell'incontro saranno rese visibili su postazioni pc multiple le presentazioni delle precedenti Training Sessions.
Il materiale, che sarà a disposizione di tutti gli interessati, approfondisce alcuni dei nuovi scenari della mobilità: MaaS (Mobility as a Service), Electro-mobility, Info-mobility, Pilastri EUSAIR e Sustainable Tourism, ICT Tools for Tourism ed E-Planning Platforms.

Ad affiancare il DIA ci sarà l'associazione FIAB, da anni impegnata nella divulgazione e tutela della mobilità dolce e del ciclismo in area urbana, per illustrare le attività in corso e i progetti futuri.
La partecipazione è libera e non è necessaria la prenotazione.
Durante l'evento ai partecipanti verrà offerto un rinfresco.

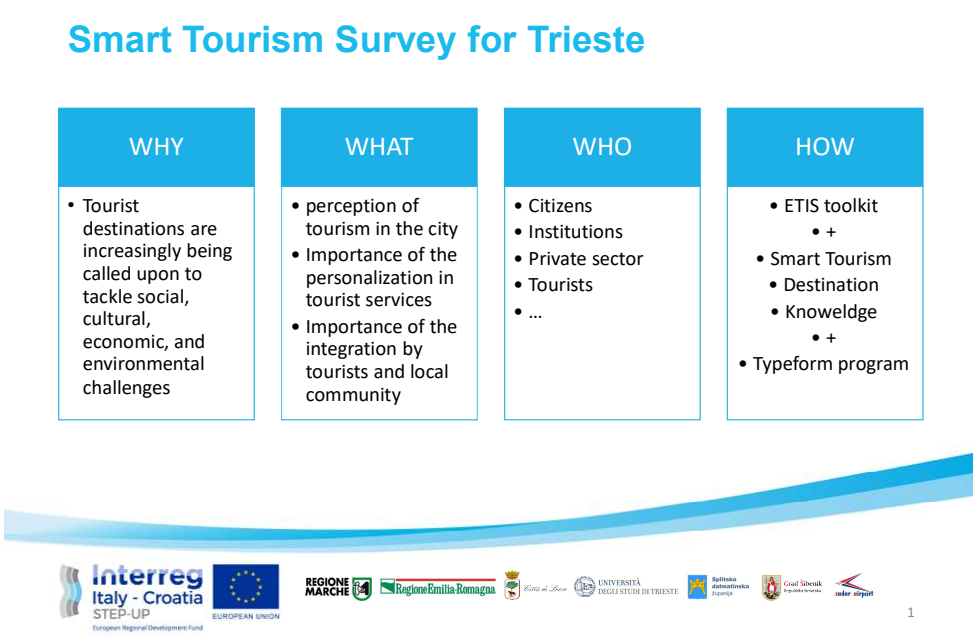
3.5 Smart Tourism Survey for Trieste

During the III Training Session UNITS wanted to be not only a mean for conveying knowledge, but also work as a listener to the citizenship's perception on STEP-UP themes, such as mass tourism and Technology applied to Tourism.

For this reason, we designed a special questionnaire (different from the questionnaire for the overall session evaluation which finds place in a specific chapter).

The questionnaire is based on ETIS (European Tourism Indicators System), which is a guideline set by the European Union dedicated to all touristic destinations towards adopting a more intelligent approach to tourism planning.

This initiative was accepted within the European Mobility Week.



European Tourism Indicators System (ETIS)

European Tourism Indicators System (ETIS) is a system of indicators suitable for all tourist destinations, encouraging them to adopt a more intelligent approach to tourism planning.

- a management tool
- a monitoring system
- an information tool

https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

Smart Tourism Destination knowledge

- Service personalization
- Experience economy
- Mass tourism
- Tourism flows
- Data standardisation
- New Technology

The questionnaire have been fully compiled by almost 400 people and have been started or almost fully compiled by almost 500, making the data collected consistent.

INDAGINE ATTIVA
. . .
444
Totale risposte
360
Risposte completate
Tasso di completamento
81%
Ultima immissione
29/10/2019
Data creazione
05/09/2019
VISUALIZZA DETTAGLI
VISUALIZZA TUTTE LE INDAGINI

4. III Training Session: Questionnaire

During the preparation of the first training session a questionnaire previously designed has been distributed to the audience. The questionnaire was printed on paper was distributed at the registration desk to those present to the conference room and collected at the end of the conference or at their departure. In this way the participants could quickly view the questions and formulate a response idea following the conference.

The results obtained from the first training session questionnaire gave a useful feedback in regards of the organization of the next sessions.

Follows the list of questions proposed to the audience. For each question the audience was asked to express a preference according to the given assessment grid.

After the list of the proposed questions follows the answers given by the conference participants. Note that each question is marked with a bulleted number. while consulting the answers, refer to it.

	Assessment grid	Not at all	Not quite	Neutral	Much	Very much
1	**TOPICS**					
1.1	The topics were relevant to me					
1.2	I was familiar with the proposed topics					
1.3	The topics offered a good overview on issues related to Passengers' flow					
2	**SPEECHES**					
2.1	The material used for the presentations was coherent and clear					
2.2	I would find it useful to have the presentations material available for future consultation					
2.3	The presentations were coherent with the title and the topic					
2.4	The presentations met my expectations					
3	**CONFERENCE**					
3.1	The conference contributed to deepen my knowledge on the topics:					
3.1.1	Multimodality					

3.1.2	European projects on mobility				
3.1.3	New scenaries on mobility (Maas, Electro-mobility…)				
3.1.4	Info-mobility				
3.1.5	Sustainable Tourism				
3.1.6	ICT Tools for Tourism				
3.1.7	E-Planning Platforms				
3.1.8	Other				
3.2	I think these topics should be more disseminated				
3.3	After the conference my knowledge on the covered topics has improved				
3.4	I am involved in these topics (e.g. in daily life/at work)				
3.5	The conference has been well organised				
General assessments:					
4.1	Which topic was of major interest?				
4.2	Which elements of the presentations could be enhanced? (e.g. the quality of presentations, technical aspects, …)				
4.3	Which topics would you like to be deepened further in the next Training Sessions?				

				1					2					3					4				
				citizen					citizen										citizen				
1	**TOPIC**			Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much
		1.1						x				x						x					x
		1.2					x					x			x								x
		1.3						x					x									x	
2	**SPEECHES**																						
		2.1						x					x					x					x
		2.2						x			x							x					x
		2.3						x					x					x					x
		2.4						x					x				x						x
3	**CONFERENCE**																						
		3.1																					
			3.1.1					x				x						x					x
			3.1.2					x				x						x					x
			3.1.3					x				x						x					x
			3.1.4					x				x						x					x
			3.1.5					x					x					x					x
			3.1.6					x				x						x					x
			3.1.7					x				x						x					x
			3.1.8								x												
		3.2					x						x					x					x
		3.3					x						x					x				x	
		3.4						x				x					x						x
		3.5						x					x					x						x

				5					6					7					8				
				citizen					association					citizen					citizen				
									legambiente FVG										ulisse - fiab - trieste				
1	**TOPIC**			Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much
		1.1					x					x						x				x	
		1.2										x			x							x	
		1.3									x											x	
2	**SPEECHES**																						
		2.1										x					x					x	
		2.2			x								x				x					x	
		2.3						x				x						x				x	
		2.4						x				x						x				x	
3	**CONFERENCE**																						
		3.1																					
			3.1.1								x												
			3.1.2								x						x					x	
			3.1.3									x										x	
			3.1.4									x					x						
			3.1.5										x				x					x	
			3.1.6									x											
			3.1.7									x											
			3.1.8								x												
		3.2					x					x						x				x	
		3.3					x					x						x				x	
		3.4					x				x						x					x	
		3.5					x						x					x				x	

				9					10					11					12				
				professional					professional					expert					turista di passaggio				
									scuola II grado					settore turismo									
1	**TOPIC**			Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much	Not at all	Not quite	Neutral	Much	Very much
		1.1						x					x				x					x	
		1.2				x						x					x					x	
		1.3					x					x					x						
2	**SPEECHES**																						
		2.1						x					x				x						
		2.2						x					x				x				x		
		2.3					x						x					x					x
		2.4											x					x					x
3	**CONFERENCE**																						
		3.1																					
			3.1.1					x					x					x					x
			3.1.2										x										x
			3.1.3										x										x
			3.1.4										x					x					x
			3.1.5										x										x
			3.1.6					x					x										x
			3.1.7										x										x
			3.1.8							x													
		3.2						x					x				x						x
		3.3					x					x					x						x
		3.4						x				x					x				x		
		3.5						x					x					x					x

				13																			
				expert citizen																			
				fiab																			
1	**TOPIC**			Not at all	Not quite	Neutral	Much	Very much															
		1.1					x																
		1.2						x															
		1.3					x																
2	**SPEECHES**																						
		2.1																					
		2.2					x																
		2.3					x																
		2.4					x																
3	**CONFERENCE**																						
		3.1																					
			3.1.1				x																
			3.1.2																				
			3.1.3																				
			3.1.4																				
			3.1.5				x																
			3.1.6			x																	
			3.1.7																				
			3.1.8																				
		3.2						x															
		3.3																					
		3.4					x																
		3.5																					

The feedback received for section 4. **General assessment** follows:

4.1 Which topic was of major interest?

turismo sostenibile (sustainable tourism)
new scenarios on mobility
il ruolo della bicicletta anche nel sistema economico e turistico (the role of the bycicle also in the economic and touristic system)
Tutti (all)
cicloturismo accessibilità delle città (cyletourism and cities accessibility)

4.2 Which elements of the presentations could be enhanced? (e.g. the quality of presentations, technical aspects, …)

e-planning platforms
eventually connection with train connection from italy and another country
tutto ciò che riguarda Trieste (everything that concerns Trieste)
sulle eventuali ciclovie sul carso triestino ((what concerns the bycicle ways on the Karst around Trieste)