

Project info



Project title: Sustainable Transport E-Planner to Upgrade the IT-HR mobility

Project acronym: STEP-UP

Funding programme: Interreg IPA CBC Italy - Croatia 2014 - 2020

Project number: ID 10042161

Total project value: 951.831,00 EUR (co-financed by the EU with 809.056,35 EUR or 85%)

Project partners:

Marche Region (Lead Partner) | Emilia Romagna Region (PP1) | Municipality of Lecce (PP2) | University of Trieste (PP3) | County of Split-Dalmatia (PP4) | City of Šibenik (PP5) | Zadar Airport Ltd. (PP6)

Target groups:

General public | Local, regional and national public authorities | Regional development agencies | Enterprises, transport operators including operators of multimodal logistics hubs, infrastructure providers | Transport associations | Regional innovation agencies NGOs | Education and training organisations, universities and research institutes

Timeframe:

Project duration: 18 months

Project start date: 01/01/2018

Project end date: 30/06/2019

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Project partners



MAIN PROGRAMME
FACTS & FIGURES

2
MEMBER STATES
ITALY AND CROATIA

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8
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25
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Find out more about project:
www.italy-croatia.eu/step-up

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THE ITALY-CROATIA
CBC PROGRAMME
2014 - 2020

STEP-UP

Sustainable Transport
E-Planner to Upgrade
the IT-HR mobility

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

STEP-UP

Sustainable Transport E-Planner
to Upgrade the IT-HR mobility

THE NEXT STEP-UP INTO INFOMOBILITY



Project description

STEP-UP project faces the lack of a real sustainable mobility planning by promoting the multimodality in the Programme area. Existing transport connections are often inefficient to answer modern life needs and manage touristic flows mostly during peak season.

STEP-UP solution uses all transport modes (train, ferry, public transport, flexible transportation-Demand Responsive Transport, etc.) and combines them to provide a seamless solution.

Project STEP-UP will involve decision makers, practitioners of the intermodal mobility transport and will sustain the capitalization of initiatives as leverage for a sustainable development of the passenger mobility in the EUSAIR Region.

The overall project objectives are:

1. Promote multimodal passenger mobility;
2. Facilitate the access to the services offered;
3. Combine in a global vision transport and tourism aspects;
4. Capitalize efforts and the outputs reached from INTERMODAL project.

The specific objectives are:

1. Improve the multimodal travel planner platform adding new local travel planner;
2. Share experiences to avoid/reduce common technical and organizational problems thanks the foreseen training sessions;
3. Plan the feasibility studies allowing each partner to analyse specific topics and critical points;
4. Creating new business models to guarantee the sustainability of the project.

The project foresees six pilot sites (three in Italian Programme area and three in Croatia) in which STEP-UP objectives will find operative realization.

Project STEP-UP Objectives

STEP-UP overall objective is to promote multimodal passenger mobility in IT-HR Programme area through delivery of information related to transport with various transport modes in a door-to-door perspective.

Specific objectives are:

SO1: Promoting multimodality in IT-HR Programme area

The project aims at promoting multimodal passenger mobility in the Programme area through delivery and integration of information for different modes, based on a rail and local public transport in a door-to-door perspective.

The door-to-door solution concept uses all transport modes and combines them together in order to provide punctual and fast travel information.

SO2: Making easier the access to services

STEP-UP project will allow easy access to different transport modes, get one travel solution, connect with different operators and possibility to merge transport and tourism issues.

Added value will be delivered by different modules included smart ticketing and booking system, real-time information both to navigate the users among sustainable mobility means and static-dynamic POIs. Different communication channels will be developed and integrated with the IT platform and local system: APP, web, SMS, totem.

SO3: Modelling new business models

New business models and training sessions will be the key elements to assure a steady growth to overcome the critical point.

The goal is to educate partners on the aspects of mobility and travel planners, focusing on algorithms for the optimization of 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.

Project STEP-UP Results

STEP-UP project, in line with results that IT-HR Programme, intends to improve quality, safety and environmental sustainability of marine and coastal transport through promotion and implementation of multimodal themes and services.

The final output of STEP-UP is the development and realization of e-Planner to promote multimodal passenger mobility in the IT-HR area through delivery of information related to transport with various transport modes in a door-to-door perspective. Info web portal and a smartphone App will be designed.

Capitalization Description

Project INTERMODAL represented an important opportunity to develop a cooperation process among subjects in the Adriatic area that operate in the field of multimodal public transport.

The results collected by the studies performed within INTERMODAL constitute a technical basis from which derive some hints to develop the improvement of the integration of the multimodal transport in the Italian-Croatian Area.

Project STEP-UP will try to overcome this study phase and go towards the implementation of new services and businesses that are compliant with the indications that have been collected in INTERMODAL, in coherence also with the European strategies for 2030 and 2050.

To this scope it is useful to highlight the final results of INTERMODAL which underline that it would be necessary to implement pilot and institutional actions, to deal in a more successful way with the challenges of the new integrated, sustainable and intermodal mobility and with its touristic development potential.

Project STEP-UP also includes feedback (positive and negative) from other projects such as 4PILLARS, TISAR and EASEAWAY.