MIMOSA

MarItime and MultimOdal Sustainable pAssenger transport solutions and services

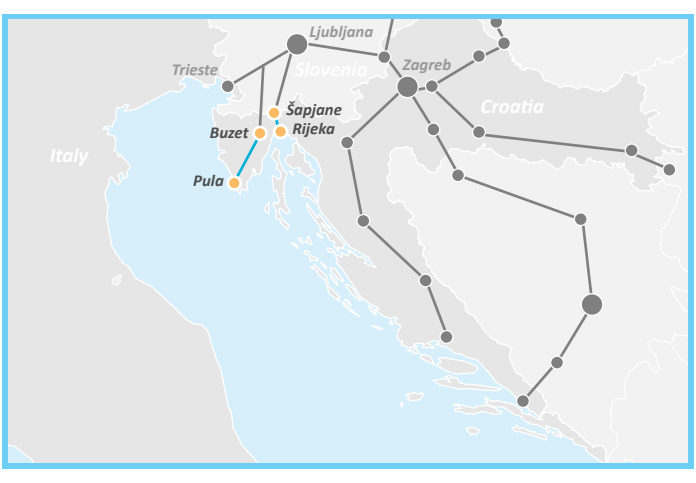
The MIMOSA project is presenting its first results

regarding maritime and multimodal sustainable passenger transport solutions and services in Italy and Croatia. We created a few documents that will continue to develop into actual investments and we'd like to announce a public event you are invited to!

Analyzing the situation, before proposing new solutions, is a "MUST"

The **Segmentation analysis** identifies the needs that can be satisfied through the improvement of the quality and sustainability of services to travellers. It divides a population of individuals into categories that present a relative homogeneity of behaviour, choice processes and preferences. The goal was to build a "preference map" aiming at aligning the characteristics of the offer as much as possible with a variety of needs expressed by the demand. It contains a synthesis of the qualitative segmentation analysis carried out among actual and potential travellers, as well as operators and experts.

Since 2021 is the European Year of Rail, we analyzed the **Market potential for railway transport in Istria, between Buzet and Pula**, and on the route **from Rijeka to the state border with Slovenia**. For these two market potential surveys, field data collection and online survey were done in parallel. Answers regarding selection of transportation means, reason for travelling, ticket purchase, sustainable transportation, usage of railway transport, disadvantages of railway transport and travelling to Italy were retrieved and analyzed.



Another study document was created in the Dubrovnik-Neretva County, analyzing nautical tourism ports of this region. The subject of this document are nautical tourism ports with their development possibilities and their impact on the quantitative development of the Dubrovnik-Neretva County tourism offer. This study is a very valuable input, which contributes to the upcoming project activities. It represents a multidimensional analysis of each planned nautical tourism port in the Dubrovnik-Neretva County spatial plan, as well. Please find the executive summary of the

Analysis of nautical tourism ports in the Dubrovnik-Neretva County

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Beside the fact that it is situated in the beautiful Adriatic and that it wishes to develop nautical tourism, the Dubrovnik-Neretva County wishes to follow global trends and boost sustainable transport on the coast as well. They started with the

Operational plan for cycle tourism development in the area of the Dubrovnik-Neretva county

and will continue with the dedicated website and set of solutions to upgrade bike lines. This strategic document provides an overview of resources, current tourism offer and direction of development of cycling tourism in the future.

We are gathering relevant information in one place, by creating a database which we'll continuously update

We have created a knowledge data repository on public transport services - a database which contains relevant data needed for improving quality, safety and environmental sustainability of marine and coastal transport services and nodes. We strive to promote multimodality in public transport, with the aim of improving the offer of sustainable multimodal passenger transport solutions and services.

Knowledge data repository on public transport services

currently contains relevant data related to specific activities in the MIMOSA project:

- Increasing the knowledge of passenger transport and passenger behaviour
- Analyzing and piloting new sustainable mobility solutions
- Developing tools and harmonizing services for a sustainable intermodal mobility
- Transferring and capitalizing results

We are investing in smart solutions and services

In the Sea of Friuli Venezia Giulia, between Venice and Trieste (IT), we **connect Grado and Lignano by a motor boat** this summer, from July 10th to October 3rd. The service runs twice a day and is implemented in cooperation with the local public transport company of Friuli Venezia Giulia (TPL FVG). The tickets can be bought on board, at ticket offices or via mobile app. To add the "intermodal twist", bikes and pets are allowed; in the event of boat service cancellation, a replacement bus service is provided.

What does a smart waiting station look like? In the port of Šibenik (Croatia), at the domestic passenger terminal Vrulje, two of these **smart waiting stations** were installed. They are powered by solar energy and they have solar panel covers. In addition to providing shelter for the passengers in all weather conditions, they have a night LED lighting, possibility of charging mobile devices and tablets, free Wi-Fi, and LED screens with multimedia content and useful information about journeys, including multimodal possibilities.

Join "New intermodal services for sustainable mobility between Italy and Croatia" online conference

Today, we observe a massive use of private cars, especially in cross-border areas, which calls for a change in passenger behaviour. New, sustainable and intermodal solutions already exist and have been put in place to encourage citizens and tourists to change the way they travel.

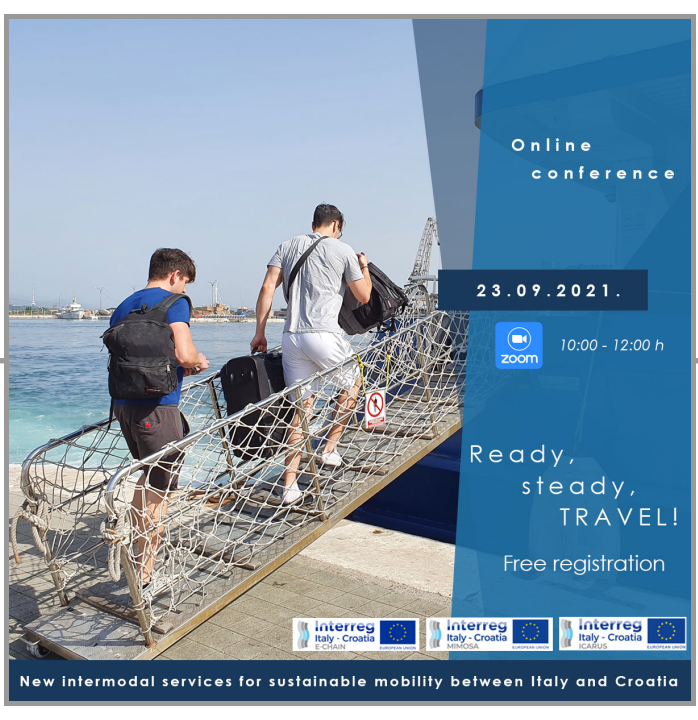
We are pleased to invite you to an online conference dealing with innovative pilot actions and solutions to improve intermodal transport between Italy and Croatia, organized by three Interreg Italy-Croatia projects: E-CHAIN, ICARUS and MIMOSA.

On September 23rd, at 10:00 AM, the conference "New intermodal services for sustainable mobility between Italy and Croatia" will present the projects' achievements and promote sustainable transport solutions between two countries, as well as focus on how Covid-19 has affected the transport sector and what can be done to encourage the change in passenger behaviour.

The event is open to everyone, but please **register** to be able to participate.

Working language will be English. Translation into Italian and Croatian will be provided.

Join us!



Check out the story about the MIMOSA project in our **brochure**, get to know **the team** behind the scene, and follow us on