



If you're interested in topics such as sustainable transport, maritime transport, multimodal transport, tourism, passenger services, innovative solutions or ecology, MIMOSA project partners prepared quite an interesting reading regarding their work in the last couple of months.

### Science behind actions

**Behavioural analysis** is based on the survey on habits and travel behaviours regarding travel demand between Italy and Croatia. Here, we are not interested only in taking note of what people do in given circumstances, but we wish to gain further insight into why they do so. The aim is to enable policy makers, operators and all involved parties to know how to act in order to shape the behaviours of target segments and make them consistent with the envisaged goals.

**Passenger transport demand analysis** aims at giving an overall picture, by bringing together the most significant results of the analyses carried out in the scope of MIMOSA so far. It is to provide a summary of the most relevant aspects that have emerged and are candidates to be the first line of the awareness campaign – a “quick and easy to read document” that can be disseminated to various stakeholders and raise awareness of transport sustainability issues in the programme area.

**User survey about habits** illustrates and describes the methodological aspects linked with the drafting and distribution of the survey, along with a description of the methodology adopted for the statistical analysis of results. Another important goal is to make the methodology replicable, so it can serve as a tool that can be adopted by actors willing to replicate a survey on the travellers' habits.

**Analysis to assess carbon footprint of passengers' choices** The Italy – Croatia cross-border area indicates unimodal transport mode selection trends in terms of an excessive utilization of cars. This analysis provides crucial decision-making guidelines for addressing and achieving the environmental sustainability of transport practices in terms of greenhouse gas (GHG) emissions reduction. It also contributes to achieving transport systems efficiency by reducing the excessive car utilization and by promoting sustainability benefits of public transport options within the maritime and hinterland domains.

### Aqua lifters in Dubrovnik Neretva County



Dubrovnik Neretva County provided 5 beach aqua lifters for the City of Korčula and Župa dubrovačka, Konavle, Dubrovačko primorje and Orebić municipalities. The investment has a value of about € 65.000 and aims to enable people with disabilities to have improved and easier access to the beach. Two electric aqua lifters were installed in 2021, while the remaining three were installed in May 2022 before the summer season. Local communities made all preparatory works for the aqua lifter installation and will take care of their maintenance, regular service, seasonal installation and proper storage out of season.

### Trieste-Grado-Lignano multimodal service

The second season of multimodal service in the Sea of Friuli Venezia Giulia (FVG) took place from the beginning of June 2022 to the end of August. The motorboat service was connecting Trieste to Grado and Lignano, two main seaside resorts of the FVG region. It ran three times a day – from Tuesday to Sunday. It was implemented in cooperation with the local public transport companies of Friuli Venezia Giulia – TPL FVG and APT Gorizia. The tickets were sold at TPL FVG ticket offices and the single journey ticket via TPL FVG app. Bikes and pets were allowed – and in the event of bad navigation conditions – a replacement bus service with bicycle carrier was activated.



### Cyclo-centre investment in Konavle



In the Municipality of Konavle, a cyclo-centre was completed and opened by local politicians in June 2022. It's a part of measures for the cyclo-tourism development in Dubrovnik Neretva County, which also include acquiring 19 bicycle service sets and 20 bicycle racks for cyclists in the entire County. This will allow tourists to easily access culture, nature and gastronomy. Local population benefits from a greater share of bicycle traffic. The investment was made in cooperation with local government units and tourist boards.

### Cross-border intermodal service Bus&bike

Autonomous Region of Friuli Venezia Giulia introduced an intermodal service running on weekends from Trieste to Poreč, as a cross-border service, transporting bicycles by bus for free. The service was operational from April 23rd to July 10th and from August 20th to October 31st, 2022. It ran each Saturday and Sunday, departing from Trieste at 9:00am and arriving in Poreč 2 hours later. The evening departure from Poreč made the bus arrive back in Trieste at 8:00pm. Booking was required to be done online.



### Sustainable and smart services in the Port of Rovinj



A device was installed to measure emissions from ships during their stay in the port. The data is collected for 2021 and 2022 and it's available on Rovinj Port Authority website. It will be a basis for the study on passengers' ecological footprint. A smart bench was also installed, with the aim of promoting maritime transport. To improve services for passengers during their stay in the port and promoting sustainable and environmentally friendly transport, a charging station for electric bicycles and 4 e-bikes were installed as well.

### “Via Istra” smart cards in Istria

The Istrian Development Agency developed a “Via Istra” smart card concept – a new digital tourist product for both visitors to the Istrian County and local population. The service encourages the use of public transport, as well as passenger mobility and the combination of more types of transport, i.e. multimodality. There is also added value, considering that users – in packages of 1, 3 or 7 days – can visit important cultural and historical locations at discounted prices. A web platform was created with an accompanying online store, where users can purchase “Via Istra” cards online, starting from July 2022.



### Sharing knowledge about MIMOSA

We presented the MIMOSA project on many events, both national and transnational, disseminating knowledge and results:

- **VeloCity 2022**, organized by the European Cyclist's Federation (ECF) in Ljubljana
- **EU Strategy for the Alpine region** Action Group meeting
- **Smart City Summit 2022** in Šibenik
- **Faculty of Maritime Studies Career day** in Rijeka
- **International conference Green mobility** in Solin
- **International Rural Tourism Congress** in Cavtat
- **Interact publication**, presented on Connecting Europe Days in Lyon
- Paper “Towards green and sustainable seaport transport systems via enhancing multimodal transport options for passengers: a case study of Italian and Croatian passenger seaports of Ancona and Zadar” by prof. Pesenti and dr. Sirotić, won a best paper award at **MTEC/ICMASS 2022**

For more information on the MIMOSA project, follow us on

