

PUBLIC EVENT REPORT

WP4 Analysing and piloting new sustainable
mobility solutions

D.4.2.1 Smart card development in Istria Region

PP9 Istrian Development Agency - IDA

Status: Final

Distribution: (public)

Date: October 2021

Event summary

Official presentation of the Mimosa pilots by the Istrian Development agency (IDA) Ltd.

Pula (Region of Istria). A press conference was held on Thursday October 7th 2021 at the Pula Railway Station, during which a newly renovated train was presented, which enables the transport of bicycles on the Pula - Buzet route, thus encouraging the development of the "Istria bike and train" concept within the EU ICARUS project and current strategic project MIMOSA, which will soon present a smart card and platform "Via Istra".

The new tools that will enable the promotion of available forms of transport in Istria, but also create new sustainable mobility solutions in Region of Istria; thought enhancing the knowledge of sustainable mobility options and to raise awareness on the effects of reckless mobility choices from citizen and at the same time activating a behavioural change process.

Audience

With many media representatives present, four (4) main speakers addressed the public:

- Boris Miletić (Istria County Prefect)
- Boris Sabatti (Istrian development agency – IDA Director)
- Željko Ukić (HŽ Passenger Transport Management Board - Director)
- Anton Kliman (Member of Parliament)

Press involvement

The photos and links to the press articles are available here:

<https://ida.hr/hr/tn/novosti-481/detail/2484/projekt-ida-e-i-hz-putnickog-prijevoza-omogucit-ce-bolju-povezanost-i-nove-turisticke-proizvode-u-istri/>

<https://www.regionalexpress.hr/site/more/u-puli-predstavljen-vlak-za-prijevoz-bicikala>

<https://www.giornal.hr/iz-sata-u-sat/vlak-za-bicikle/>

Event outcomes

Invitation to the event:



 **Interreg**
Italy - Croatia
MIMOSA

 EUROPEAN UNION

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

Predstavljanje pilot aktivnosti Smart card i Via Istra, projekta MIMOSA

07. listopada 2021. s početkom u 11,00 sati

ŽELJEZNIČKI KOLODVOR U PULI

 

Projekt Interreg V-A Italija-Hrvatska "Mimosa" koji se naslanja na rezultate projekta ICARUS te se provodi s ciljem promjene navika u putovanju uz korištenje ICT tehnologija, trenutno je u razvoju platforma „Via Istra“, koja će objediniti sve dostupne oblike prijevoza, a aplikacijom Smart card omogućit će se kupnja paketa koji uključuje javni prijevoz, ali i ostale kulturne i turističke atrakcije diljem Istre.

Tim povodom, pozivamo Vas da prisustvujete konferenciji za medije na kojoj će se predstaviti uspješno proveden projekt ICARUS te projekt MIMOSA, a nakon koje Vas pozivamo na radni ručak kako bismo raspravili o budućim projektima i prilikama.

 **ida**
ISTARSKA RAZVOJNA AGENCIJA

Event agenda:

AGENDA

Boris Miletić	župan Istarske županije
Boris Sabatti	direktor Istarske razvojne agencije (IDA); <i>projekti MIMOSA i ICARUS</i>
Željko Ukić	uprava-direktor HŽ Putničkog prijevoza
Anton Kliman	saborski zastupnik

Molimo Vas da Vaš dolazak i prisustvo vaših suradnika potvrdite do ponedjeljka 4. listopada u 12,00 sati.

dr.sc. Boris Sabatti v.r.

direktor

Photos from the event:













