

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: November 2021

Event summary

MIMOSA & ICARUS partners joined forces in organizing general public event with purpose of promoting ICARUS outputs and MIMOSA actions within Istra inspirit concept. Both projects have joint specific objectives i.e. improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area.

The event itself included the participation in the promotion of the new train that runs on the route Pula - Buzet, which enables the transportation of bicycles. This creates prerequisites for the development of the Istria bike and train concept. In order to present the results of the ICARUS project, the goal is to enable the continuation of activities in the function of economic and tourism development, through MIMOSA project as well, where IDA is developing the "Via Istra" platform with Smart cards.

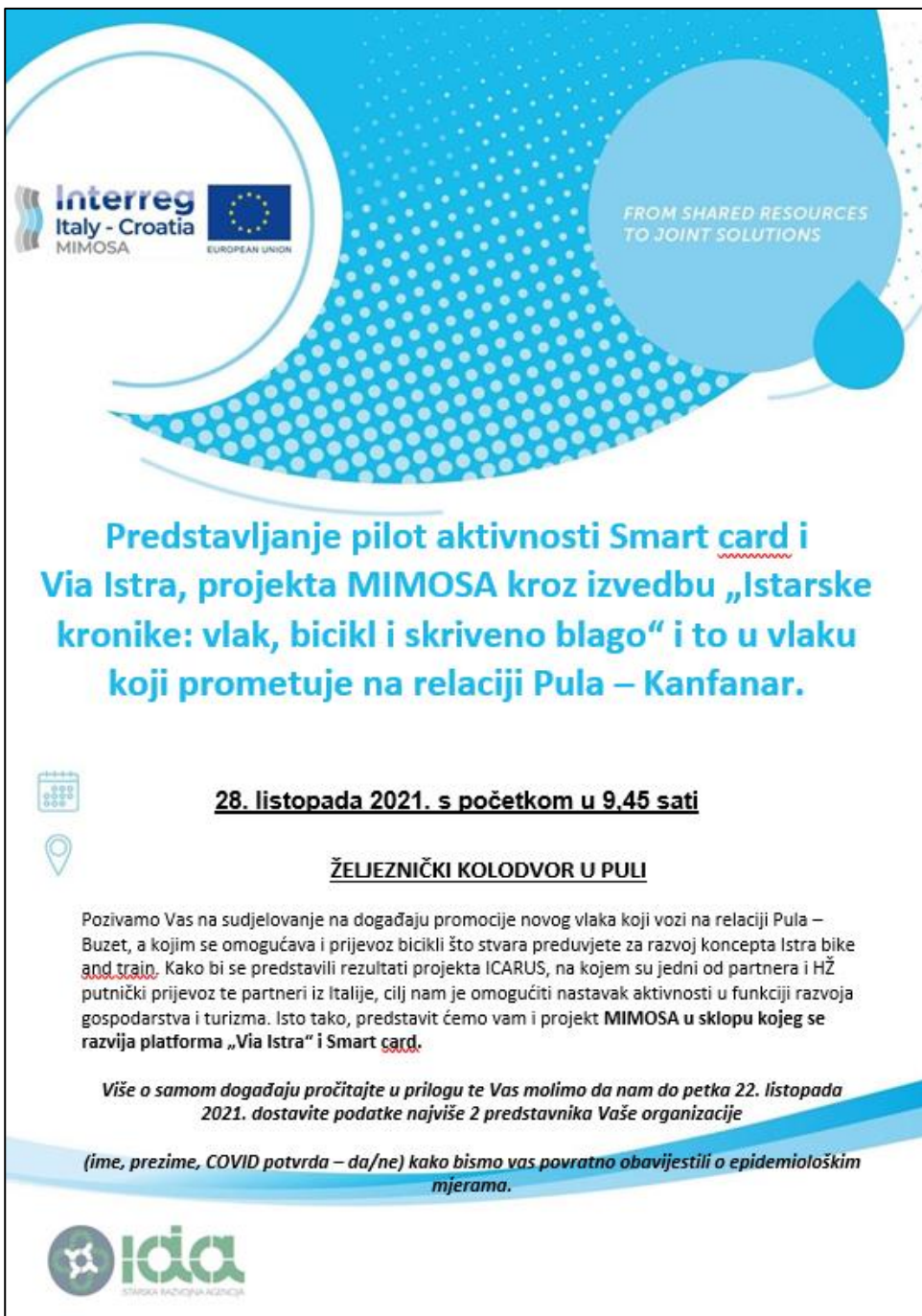
Audience


Media representatives and more than 20 representatives from:


- HŽ Passenger Transport
- Istra County Administrative Department for Tourism
- NGO Istrainspirit
- Istrian Development Tourist Agency
- Tourist Board Medulin
- Tourist Board Pula
- Tourist Board Central Istra
- Tourist Board Rovinj
- Tourist Board Funtana
- Tourist Board Vrsar

Event Invitation and Agenda

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 kroz izvedbu „Istarske kronike: vlak, bicikl i skriveno blago“ i to u vlaku koji prometuje na relaciji Pula – Kanfanar.


 **28. listopada 2021. s početkom u 9,45 sati**

 **ŽELJEZNIČKI KOLODVOR U PULI**




Pozivamo Vas na sudjelovanje na događaju promocije novog vlaka koji vozi na relaciji Pula – Buzet, a kojim se omogućava i prijevoz bicikli što stvara preduvjete za razvoj koncepta Istra bike and train. Kako bi se predstavili rezultati projekta ICARUS, na kojem su jedni od partnera i HŽ putnički prijevoz te partneri iz Italije, cilj nam je omogućiti nastavak aktivnosti u funkciji razvoja gospodarstva i turizma. Isto tako, predstaviti ćemo vam i projekt MIMOSA u sklopu kojeg se razvija platforma „Via Istra“ i Smart card.

Više o samom događaju pročitajte u prilogu te Vas molimo da nam do petka 22. listopada 2021. dostavite podatke najviše 2 predstavnika Vaše organizacije

(ime, prezime, COVID potvrda – da/ne) kako bismo vas povratno obavijestili o epidemiološkim mjerama.

 **ida**
ISTARSKA INICIJATIVA RAZVOJA

Event agenda:

 			
AGENDA			
9:00	Welcoming speech		Gathering participants and guests
9:20	MIMOSA project; presentation of a project in general and implemented pilot activities - Smart card and Via Istra	Boris Sabatti	Presentation on activities
9:40	ICARUS project Presentation about project outputs, actions and concluded activities for HZPP as a project partner	Helena Luketić	Presentation of partners role in project as well as outputs from all other partners.
10:00	Train departure with guests and visitors		
10:15	Stopping at Vodnjan train station. Entering guests		
10:25	Stopping at Savičenta train station. Entering guests		
10:30	Train arriving to Kanfanar train station.		
10:50	Train departure from Kanfanar		
11:15	Train arrival to Pula		
Light lunch			
			

Press involvement

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

- (1) <https://ida.hr/hr/tn/novosti-481/detail/2488/od-eu-projekta-do-ideje-za-obiteljski-izlet-od-ovog-vikenda-vlakom-po-istri-na-jedan-novi-nacin/>
- (2) <https://www.glasistre.hr/istra/od-eu-projekta-do-ideje-za-obiteljski-izlet-od-ovog-vikenda-vlakom-po-istri-na-jedan-novi-nacin-754708>
- (3) <https://www.regionalexpress.hr/site/more/od-ovog-vikenda-vlakom-po-istri-na-jedan-novi-nacin>
- (4) <https://istarski.hr/node/76449-od-ovog-vikenda-vlakom-po-istri-na-jedan-novi-nacin>
- (5) <https://www.facebook.com/IRTAdoo/>

 **Istarska razvojna turistička agencija**
29. listopada 2021. · 🌐

Od EU projekta do ideje za obiteljski izlet: od ovog vikenda vlakom po Istri na jedan novi način... 🚂

Inovativan i održiv projekt koji je rezultirao novim destinacijskim proizvodom Istra bike & train službeno je prezentiran kroz jučerašnji event.

Kliknite na link i saznajte više 📄 ... Prikaži više



VIJESTI
TV NOVE

YOUTUBE.COM

- (6) <https://porestina.info/istarske-kronike-vlak-bicikl-i-skriveno-bлаго-ispricale-su-nove-price-kroz-doživljaj-istra-inspirita-osmisljenog-povodom-promocije-novog-istra-bike-train-vlaka/>
- (7) https://5portal.hr/vijesti_detalj.php?id=34063
- (8) <https://www.facebook.com/istrainspirit/>

