

# EVENT FOLLOW UP REPORT

## WP2 Communication activities

### D.2.3.4 ICARUS Workshop within EUSAIR

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AUTHOR:

PP2 Region FVG

PPS involved: LP, PP7

Status: final nr. 1.0

Distribution: (public)

Date: 30/11/2021

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## Event summary

*ICARUS project aims at improving passenger intermodal transport connections and easing coast-hinterland sustainable accessibility, promoting car-independent lifestyles in the cross border area between Italy and Croatia. Through a set of activities the consortium of 11 partners addresses problems generated by the massive use of private cars by introducing solutions based on innovative technologies to adapt smart mobility in a digital world. Moreover, it intends to activate a behavioral change in mobility, using the “Mobility as a Service” which is a concept representing the shift from personally owned modes of transportation towards mobility solutions that are consumed as a service.*

*To avoid duplication of efforts and waste of resources ICARUS intends to transfer the achieved results and lessons learned to the entire cross-border area and beyond. Indeed ICARUS intends to contribute to the EUSAIR Marcoregional strategy, with particular reference to the second specific objective of pillar 2 connecting region.*

*The project foresees therefore two events to present ICARUS achievements and contribution to the strategy. However, considering that the events would have been organised for the same type of audience in a very close timeframe, it was decided to organize a broader workshop and merge the two events.*

*To ensure a wider audience an online event was organised jointly with two other EU funded project – SMACKER (Interreg Central Europe Programme) and MIMOSA (Interreg Italy Croatia Programme) on 24 November 2021.*

## Audience

*The event was attended by project partners of the three projects involved and external stakeholders, starting from 7 regional and local public authorities, 1 university and 1 public school, as well by the representative of the EUSAIR Pillar 2 coordinator and project managers of the Interreg Italy Croatia and Central Europe Programme.*

## Event outcomes

*The event consisted of three sections: a general projects presentation, a key-note speech held by Mr. Lodovico Gherardi, from the Managing Authority of the ADRION project and a round table discussion on the best practices related to sustainable mobility.*

*The involved projects illustrated mostly their ICT and intermodal solutions to improve passenger services in the area, cover the lack of connections in the rural and peripheral areas and incentive the change of behavior, shifting the passengers from private cars to more sustainable transport means. The stakeholder involvement plays a crucial role in this process, as the change starts from the people, meaning local, regional and national authorities, as well as the citizens need to be involved from the start. Projects used different methods to present their results to the public, raise their awareness and create new attitude towards eco-friendly transport solutions.*

*Pilot activities presented by the projects concerned improved passenger services, combination of several transport modes bus&bike, train&bike, innovative ICT solutions supporting the services and other flexible eco-friendly solutions, to enable stronger links with cross-border, rural and peripheral areas.*

*Mr. Lodovico Gherardi gave an overlook of new the IPA Adrion Programme 2021-2027, where future mobility and transport project proposals can be sent for funding. In addition, specific and targeted calls, as well as calls for strategic projects will be launched aiming at a better connected Europe, through more improved, sustainable, climate resilient, smart and intermodal national, regional and local mobility.*

*Finally, during the round table discussion participants discussed the challenges faced in the respective regions in implementing intermodal and sustainable solutions, which contribute to the priorities listed in the EUSAIR Pilar 2 action plan. The speakers explained how they managed to connect their peripheral or rural areas thanks to the cooperation established in the framework of several Interreg projects, through which they gained knowledge and resources necessary for testing new solutions. Some of these managed to prove their effective need and feasibility, gaining permanent funds and maintaining the service even after the project end.*

*The event video is available here:*

[https://www.youtube.com/watch?v=TAnpJ\\_IX6A&t=7s](https://www.youtube.com/watch?v=TAnpJ_IX6A&t=7s)