

# EVENT FOLLOW UP REPORT

## WORK PACKAGE 2

### COMMUNICATION ACTIVITIES

#### ACTIVITY NUMBER 2.3

#### PUBLIC AND TARGETED EVENTS

#### Bike&Bus service

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## **DISCLAIMER**

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## Event summary

- *The event was held on July 2nd 2021 with the aim to as a launch event for the bike & bus service which started on the same date as deliverable 4.2.2 of ICARUS project.*
- *Due to Covid-19 restrictions, in order to be able to organize an event to promote the initiative, we decided to meet in front of the Bus station of Trieste, at the bike&bus stop premises. At the event the speakers were the FVG Region staff.*

## Audience

*At the event were present around 30 participants:*

- *Transport operator (D'Orlando transports)*
- *Association (of cyclist – Fiab; Europe Direct)*
- *Public authorities (FVG Region)*
- *Some general public.*

*No signature sheet was signed because any kind of physical contact was forbidden, so it was not possible to set up a notice board to collect the signatures of those present.*

## Press involvement

*Regional press was involved. The news appeared in several local newspapers (Gazzettino, Messaggero Veneto, some online newspaper and RaiFVG post also a video of the event). The news appeared on some Istrian newspaper also.*

## Event outcomes

*FVG Region staff telling how the Region had been planning to launch this Bike&bus link for years. Unfortunately, the Covid postponed again the start for a year and delayed the departure in July. The travel program and calendar of the service and the objectives of promoting cycle tourism are illustrated, allowing visitors to visit the cross-border area thanks to the intermodal connection.*

*The FIAB representative also warmly welcomed the new connection which appears to be*

*already appreciated by users given the numerous requests for information received.*

