

PILOT FOLLOW UP REPORT

WP4 Intermodal Seamless solutions

4.2 ICARUS cross border development

D.4.2.7 Sustainable intermodal solutions between coast and hinterland area in Istria with main focus on bike and

train

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List of abbreviations and terms

LP	Lead Partner
PP	Project Partner
AF	<i>Application Form</i>
HZPP	Hrvatski Željeznički Putnički promet (Croatian railways passenger transport)
IDA	Istrian Development Agency

Pilot activity in a nutshell

Pilot project implemented by Istrian development agency (Sustainable intermodal solutions between coast and hinterland area in Istria with the main focus on bike and train) addressed the possibility to promote multimodal solutions combining different types of transport (bike and train) on existing and newly developed routes.

Passengers do not have information in one place how to reach the coast from the hinterland, so IDA installed following equipment: e-bikes, info digital panel and bike racks in different locations. The main activity was enabling bike transportation within the train which was promoted with promotional designed application on the external side of the train connecting Pula and Buzet. All activities involving promotion of new bike route connecting train station and hinterland was gathered in one video available online through campaign “Discover Istria by bike and train”. The pilot was finalized in 2021.

Stakeholders

To ensure project’s success and pilot implementation, stakeholders were involved from the initial phase of the project. IDA recognized HZPP (Croatian Railways) as important partner and all local and regional public authorities through which the rail route passes were invited to attend quality partnership meetings. On the other hand, tourist boards, transport services and national authorities accepted the invitation to participate in a meeting where future steps were discussed.

At least 15 participants were always involved in testing and stakeholders relations are ongoing.

Press involvement

From the kick off meeting and during the project lifetime, IDA had great press involvement:

1. [Zapadna strana, IDA - projekt ICARUS \(tvnova.hr\)](#)
2. [IDA - realizacija ICARUS projekta \(tvnova.hr\)](#)
3. [Vijesti TVN - IDA predstavila projekt međunarodne suradnje ICARUS 17.09.2020. - YouTube](#)
4. [Projekt IDA-e i HŽ Putničkog prijevoza omogućit će bolju povezanost i nove turističke proizvode u Istri - Pulska Svakodnevnica](#)
5. [IDA u projektu ICARUS: olakšavanje korištenja i kombiniranja javnog prijevoza | Parentium.com](#)
6. [Otkrijte Istru biciklom i vlakom kroz ICARUS | Najvažnije novosti iz Istre \(istra.hr\)](#)
7. [Jutarnji list - Istra dobiva svoj prvi biciklistički vlak: Cilj projekta je promicanje ICT tehnologija](#)
8. [Program Istarske razvojne agencije u sklopu provedbe projekta ICARUS "21 000 metara kroz Istru: priče stare pruge" - Glas Istre](#)
9. [Od EU projekta do ideje za obiteljski izlet: od ovog vikenda vlakom po Istri na jedan novi način - Glas Istre](#)
10. [ISTRA ĆE DOBITI VLAK ZA PRIJEVOZ BICIKALA: Inovativna ponuda za turističko istraživanje na drukčiji način | Dalmatinski portal](#)
11. ["21 000 metara kroz Istru: priče stare pruge" - nova interpretativna šetnja Istra Inspirita - HrTurizam](#)

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Pilot outcomes

The main outcome was enabling and promoting the travel from hinterland to the coast using bike and train. This pilot was the base point for follow up projects, one of which is MIMOSA through which new routes and multimodal options will be integrated on Via Istra platform and Smart card application.

Some of the passengers have already tested the route and recorded it:

<https://www.youtube.com/watch?v=tEpoSOthIHs>

Dissemination videos produced by IDA:

[ICARUS PROJECT ISTRA BIKE AND TRAIN – INTERREG V A ITALY – CROATIA 2014 2020 - YouTube](#)



**Discover Istria
by bike & train**



www.istria-bike.com
www.via-istra.com



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