

## O.4.3 ETP Action Plans

WP4 Intermodal Seamless solutions

Act. 4.4 Enlarged Transfer Programme

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## List of abbreviations and terms

LP	Lead Partner
PP	Project Partner
AF	Application Form
ETP	Enlarged Transfer Programme
EUSAIR	European Union Strategy for Adriatic-Ionian Region
JS	Joint Secretariat
LoS	Letter of Support
LP	Lead Partner
MaaS	Mobility as a Service
PP	Project Partner
SUMP	Sustainable Urban Mobility Plan
EV	EuroVelo

# 1 Introduction

## 1.1 About the ICARUS Project

Air pollution, traffic congestion and long waiting are just some of the main consequences of the excessive use of private cars in the seaside regions between Italy and Croatia. Citizens are very much aware of the noise, poor infrastructure, and lack of parking spaces. Passengers also experience rather poor connections between the coast and its hinterland, and during their cross-border journeys across the Adriatic sea.

The project ICARUS (“Intermodal Connections in Adriatic-Ionian Region to Up-growth Seamless solutions for passengers”) originates from the common awareness of a partnership established between Italian and Croatian relevant institutions and organizations that the integration of intermodal transport services - establishing cooperation among transport and information providers both locally and overseas - is the answer to all these problems.

To achieve this goal ICARUS pursues three objectives:

- Objective 1: ICARUS activates a transnational policy learning dialogue and improves the awareness of private transport operators and users in order to foster a behavioral change and create the conditions for a mobility concept change.
- Objective 2: change mobility behaviors, by educating people about sustainability related issues and enhancing the sense of community as a consequence of the use of intermodal transport solutions and sharing mobility.

Objective 3: Long-term vision & regional policy planning in intermodal mobility. ICARUS will deliver improved policy making for intermodal seamless mobility planning in the area.

ICARUS therefore tested new solutions such as timetable harmonisation, car/bike sharing, ICT solutions for seamless information flow, intelligent and integrated multimodal payment systems, dynamic travel planning and cross-border intermodal services. All these actions require behavioral changes and the implementation of new concepts, such as MaaS that is the acronym for “Mobility as a Service”. The user is placed at the very centre of the transport services!

Besides pilot projects, project partners participated in several trainings, behaviour change meetings, discussed with stakeholders acquiring consistent knowledge. This allowed them to contribute to national, regional and international policies in order to bring at a higher level the lesson learnt and needs in sustainable intermodal low carbon mobility.

## 1.2 ETP Programme

Three years of close cooperation produced a whole set of results, starting from the pilot actions to policy recommendations to trainings and webinars. To avoid waste of resources and duplication of efforts, ICARUS project put in place a set of capitalization actions to share the lessons learned in the whole cross border area between Italy and Croatia, as well as in the EUSAIR territory.

One of the capitalization actions concerns the Enlarged Transfer Programme, designed by CEI-ES jointly with the LP with the aim of sharing the project results, outputs, lessons learnt and acquired knowledge with non-partner organisations. The Programme followed the jointly agreed methodology through which 5 institutions from the Italy – Croatia Programme area and the Adriatic – Ionian region were selected and invited to take part. The following candidates were selected:

<b>Name</b>	<b>Location</b>	<b>Main problems</b>	<b>Main goals</b>
1. Team for the Project TW	Pula – Pola Istra County (HR)	-Weak proactivity  - fragmentation of local administrations in Istria and islands	Facilitation of drafting new intermodal connections
2. City of Poreč - Parenzo	Poreč – Parenzo  Istra County (HR)	- Overcrowded summer season  - lack of transport public services	Scaling up previous experience in EU funded projects for SUMP and SEP (Sustainable Electromobility Plan)
3. Istra County Department for Tourism	Poreč – Parenzo  Istra County (HR)	Overcrowded summer season on the coastal route Trieste - Pula	Enhancing the role of Parenzana cycle path for tourists and workers riding short distances during the whole year

4. Municipality of Pescara	Pescara Region of Abruzzo (I)	Logistic hub for the middle coast of Adriatic Sea in view of merging with two neighboring municipalities	Reshaping the intermodal transport system to manage the growing municipal dimension
5. Unione Bassa Romagna	Lugo (Ravenna) Emilia Romagna Region (I)	Need for better understanding of mobility issues in the multi-annual planning (DUP 2020 2022) of the nine associated municipalities	Analysis of the local and incoming mobility flows in the Association and in each Municipality to elaborate SUMPS

The first part of Programme was dedicated to training which was organised following the participants needs and ICARUS achievements, leading the ETP members towards the preparation of specific light Action Plan favouring sustainable cross-border connectivity for the benefit of the entire area. Slides of the performed webinars are attached to this document:

- 1) Introduction to the ICARUS project and ETP Programme
- 2) ETP Discussion
- 3) How to finance mobility projects?
- 4) European Green Deal and Sustainable Mobility

Over the months, the ETP participants were guided in the preparation of their light action plans, in line with the ICARUS objectives, priorities and lessons learned. The ETP members provided also some precious inputs and feedback with regards to the ICARUS results and future synergies.

## 2 Output summary

The present document provides an overview of the Enlarged Transfer Programme, used as a tool to share ICARUS Knowledge with non-partner institution. The participants have worked in close cooperation with project partners and the received inputs have served as an inspiration for the delivery of ETP Action Plans. The latter represent the core element of this output, which is furthermore used as an input for policy recommendations to SUMP, local and regional policies, recommendations to EUSAIR, EUSALP, EUSDR specific contribution as well as for the definition of the ICARUS strategy for intermodal connections in Adriatic Ionian Region.

This chapter therefore provides the most relevant elements of the single Action Plan provided by the participants.

### 2.1 ETP Action plans

In the framework of the Enlarged Transfer Programme three webinars were organised to provide the selected participants with the knowledge and inputs necessary for their action plans. Additionally, the participants had a chance to attend all ICARUS public events and access ICARUS reports and documents as a further input. In addition, their participation in various discussion fed the ICARUS process for elaborating policy recommendations.

The participants were invited to follow ICARUS objectives and consider how to improve the mobility in the area between Italy and Croatia, making it more sustainable and more attractive for the citizens and tourists in the area.

Three of the involved participants come from Croatia (City of Porec, TW Project – supported by the City of Pula and the Region of Istria) and the other two come from Italy (Unione dei Comuni della Bassa Romagna and the Municipality of Pescara). Each of the participants identified some of the crucial challenges for the area and proposed measures to improve their accessibility.

It is worth mentioning, that most of the participants have already introduced some sustainable, intermodal and innovative solutions with the aim of improving their connectivity by keeping the impact to the environment at the lowest level possible.

### 2.2 Light Action Plan – TW PROJECT

TW Project based its Action Plan on the seasonal congestion of the City of Pula and the poor public transport connections in the urban and suburban area. During summer months the Istrian

region and in particular the City of Pula host numerous tourists, which usually travel by car. This causes road congestions, traffic jams and therefore a damage for the environment and air quality. Unfortunately, the public transport connections between Pula and the small towns around it are rather poor. The project therefore foresees the revitalization of the existing tracks for the urban tram, which would connect two parking areas at the borders of the city, with further connections to the Pula airport and port.

Additional connections to the recently launched initiative by IDA and HZPP – bike&train service connecting Pula and Buzet and further train connection to Divaca could be integrated in the project.

The solution has a low environmental impact, it would reduce congestion in the city and its surrounding areas and decrease air pollution, leading to a better life quality. Moreover, the proposed solution is based on some already existing and tested paths: namely the existing tram tracks and parking areas at the city borders. The idea to integrate the line Pula – Divaca and Pula – Buzet bike&train service gives to the plan also the cross-border character and follows the ICARUS principles of sustainability and integrated services approach.

## 2.3 Light Action Plan – Istria county

The Istria County proposed two actions within its action plan:

- 1) the improvement of the Parenzana cycling/walking route, increase its attractiveness through the use of more sustainable transport mode and shifting the tourists from the coastal roads towards the internal, more rural area.
- 2) the second action refers to the further development of the international bike route **EuroVelo 9 – Baltic-Adriatic** – going through Poland, Czech Republic, Austria, Slovenia, Italy and Croatia, connecting it to the Parenzana bike route. The Croatian part of EuroVelo 9 is fully developed and ready to cycle, but it is not yet equipped with EV signs. Its further improvement will lead to the integration of bike&train services and will attract more tourists from abroad.

The Istria county has already checked the available funds to be used for these improvements and they plan to implement the mentioned action between 2022-2025. Both actions have a cross-border character and are linked to existing initiatives that make the plan sustainable.

## 2.4 Light Action Plan - Unione dei Comuni della Bassa Romagna

Unione dei Comuni della Bassa Romagna (Association of Bassa Romagna Municipalities) was established in 2008, associates nine member municipalities of the Province of Ravenna, in Emilia-Romagna region: Alfonsine, Bagnacavallo, Bagnara di Romagna, Conselice, Cotignola, Fusignano, Lugo, Massa Lombarda e Sant'Agata sul Santerno.

The proposed action plan addresses the lack of an integrated public transport service and by an incomplete – but growing - cycle network. Currently the Municipal Union is working on a Sustainable Urban Mobility Plan (SUMP) covering both the area as a whole and each municipality. The General Urban Plan (PUG – Piano Urbanistico Generale) – under development - has already defined the general strategic objectives of the SUMP.

Indeed, the plan proposes two main actions:

- 1) Development of a seamless network of safe cycling routes, well connected to the public transport and other mobility services

introduction of Demand-Responsive Transport (DRT), with the goal of integrating this service into a MAAS platform capable of managing booking, payment and, above all, integration with other solutions, from public transport to sharing services, from journey planning to ticketing.

Both actions are fully in line with ICARUS objectives and follow the “MaaS” principle, together with the behavior change strategy. Due to the geographical position, the plan doesn't have the cross-border principle, but its sustainability is further supported through the SUMP, currently under development.

## 2.5 Light Action Plan – Municipality of Pescara

The Municipality of Pescara proposes in its Action Plan the inclusion of two "Eco Mobility Points" in the “Happy Travel” APP, journey planner app developed by ARAP within the framework of ICARUS. The Eco Mobility points consist in the exchange and connection nodes of various transport systems dedicated to the development of "new" mobility (bike sharing, electric bikes, car sharing, car pooling, shuttle buses powered by electricity, etc.). They were built in correspondence with parking areas where the routes of public transport lines and cycle paths will converge. The public transport stops have been equipped with "technological" shelters and bike racks. Additionally, in the "Eco Mobility Points", wi-fi devices have been installed, which allow free

access to the network, elements for recharging electric vehicles and electric buses and specific devices that will provide useful information for passenger.

The integration with the HAPPY Travel APP will allow the Municipality of Pescara to promote sustainable mobility among the local population as well as to provide useful tools to tourists.

Also in this case, the Action Plan has a light cross-border feature, as the Happy Travel APP provides information to passenger on how to reach the Croatian coast. Last but not least it is focused on the local integration of services, with a special attention to the bike use.

## 2.6 Light Action Plan – City of Porec

As other touristic cities in Istria County, the City of Porec also faces seasonal congestions, traffic jams and therefore air pollution due to the heavy road transport. For this reason, sustainable mobility is one of the strategic pillars of the Sustainable Energy Action Plan (SEAP) of the Town of Porec since the transport sector accounts for a share of 46.61%, of Energy consumption and it is responsible for 58.87%, of the total CO<sub>2</sub> emissions in Poreč. The town has taken part in over 30 international projects focusing on the above-mentioned areas, creating solid foundation for sustainable development of the city, for, primarily, the residents and all persons visiting the city. The results of previous experience in EU funded projects can now be scaled up in strategic plans (SUMP - Sustainable Urban Mobility Plan, SEP - Sustainable Electromobility Plan) guiding the implementation of projects and measures of sustainable mobility solutions to help in achieving the EU energy policy 2030 targets.

As for this action plan three main actions have been proposed:

- 1) E-mobility: provide the area of Poreč-Parenzo with an electric fleet of buses connecting the hinterland with the city centre to serve citizens and visitors. The first mini-bus of the fleet was procured as part of the SUTRA project and it is being put in service. Within the ICARUS project, the bus was equipped with a bike rack (capacity of the bike rack is 3 bicycles) which will allow the passengers to combine more means of transport as they can use a bus to reach outskirts of the city and then continue their journey by bike for example on Parenzana. Following the MAAS principle as demonstrated in ICARUS, the action will also define the best solutions to provide users with information (timetables, traffic data and more, e.g. the calculation of carbon savings).
- 2) Promotion of intermodal (Bike/train, Bike/Boat, Bike/Bus) Cycle Tourism – bike&train solution and bike&bus solution adopted in the ICARUS project, bike& boat connection between Porec and Caorle developed in the SUTRA project

- 3) Awareness campaigns: specially targeted events, showing citizens new opportunities to enjoy their car-free lifestyle and city.

The proposed plan integrates several EU Project-funded initiatives and shows how further synergies can enable a broader mobility plan. It also shows the need for cooperation among various spheres of stakeholders: policymakers, transport operators, private service providers, touristic agencies. It is also strongly linked to the ICARUS initiatives and testing activities, as well as to the behavior change strategy.

### 3 ETP Action Plan assessment and award

As the action plans have been designed and submitted the CEI-ES, PP7 was been called to evaluate the plans and award the best action plan.

The evaluation was based on the lessons learnt in the ICARUS project, starting from the initial analysis of needs and gaps, proposed ideas and their sustainability.

First of all, the commission evaluated “the identified problem” namely the territorial challenge the participant identified as an issue to be solved with their action plan. The commission considered the issue also in relation to the ICARUS challenges and topics, that have been addressed through several project activities. An important fact examined was the cross-border character of the plan, since the transnational cooperation and links towards bordering area represent a crucial issue for the project are and concept.

Finally, the sustainability of the project idea, meaning the support received from the local, regional or national authorities in the implementation of the project plan.

As it can be seen from the table before, the CEI-ES evaluated the action plans of TW project and the City of Porec as the best proposed solutions. Both project ideas follow the ICARUS principle of reducing the car use and promoting more sustainable transport means. Additionally, it considers the integration with other environment friendly transport means. The City of Porec showed how synergies with several EU funded projects can make the difference. The cross-border feature was strongly considered in both proposals. TW project suggests the use of already existing infrastructure, with necessary adaptation and furthermore it considers the synergies with other cross-border links like Pula -Divaca line and Pula – Buzet special train. This was considered a rather innovative, but sustainable project idea to be further developed in the next years.

The assessment was made on a scale from 1-5, where 1 means weak and 5 excellent.

	Identified Problem	Cross-border character	Sustainability	
TW project	5	4	3	12
City of Porec	4	4	4	12
Istria county	3	3	2	8
Unione Bassa Romagna	4	1	2	7

Municipality of Pescara	2	1	3	6
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Below a picture of the plaques that were made for the ETP participants to recognise their participation. The two winners received an additional non-monetary gift from the ICARUS project.



## 4 Expected impacts and benefits of the output

The Enlarged Transfer Programme can be considered as a mutual exchange path, during which both partners and ETP members learned from each other. ICARUS has provided the ETP non-partner institutions with all ICARUS results, lessons learned, specific training and feedback received directly from the stakeholders involved.

On the other hand, the ETP participants presented their own challenges, their ideas on how to solve them and defined synergies with ICARUS pilot activities. In some cases, synergies for future initiatives and projects have emerged.

The Programme represented an important source of information for ICARUS partners as regards the capitalization of the activities performed and on the possibilities for keeping the proposed services in the future.

Each Action Plan indeed showed that the approach adopted by the ICARUS partners, namely Mobility as a Service, integration of available services, intermodality and behavior change campaigns are the right way to make the change in our society.

The inputs provided in the Action Plans will serve for the definition of policy recommendations to SUMP, local and regional policies, recommendations to EUSARI, EUSALP, EUSDR specific contribution as well as for the definition of the ICARUS strategy for intermodal connections in Adriatic Ionian Region.

This output is made of following deliverables:

D.4.4.1 ETP Methodology and call for papers

D.4.4.2 ETP State of the Art report in intermodal passenger mobility problems and policy challenges

D.4.4.3 Training activities of ETP Training programme in cooperation with partners

D.4.4.4 ETP Action Plans

## 5 Annexes

Annex 1	Light Action Plan – TW Project
Annex 2	Light Action Plan – Istria county
Annex 3	Light Action Plan – Unione dei Comuni della Bassa Romagna
Annex 4	Light Action Plan – Municipality of Pescara
Annex 5	Light Action Plan – city of Porec
Annex 6	Webinar 1 Introduction to the ICARUS project and ETP programme
Annex 7	Webinar 2 ETP Discussion
Annex 8	Webinar 3 How to finance mobility projects?
Annex 9	Webinar 4 European Green Deal and sustainable mobility