

O.5.1 ICARUS position paper for seamless intermodal connections

WP5 Transport strategies and results roll-out

A.5.2 Harmonized services for passengers

LP-ITL

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1 Introduction

The strategic goal of the Interreg Italy-Croatia ICARUS project is delivering new intermodal solutions which focus on passengers' mobility needs and on service flexibility in the benefit of transport users. The key project objectives are:

- Improving passenger intermodal connections within and among the Italian and Croatian coastal regions;
- Fostering transport user's behavioural change and increasing the use of intermodal low-carbon transport solutions;
- Delivering seamless, multimodal and environmentally friendly transport solutions;
- Easing sustainable transport integration of coastal and hinterland areas;
- Boosting existing and new maritime connections among the Italian and Croatian coasts and improving ports' landside accessibility.

The ICARUS partners implemented 8 pilot projects and feasibility studies; these are located in Emilia-Romagna, Abruzzo, Venice and Friuli Venezia Giulia (Italy), and in Primorje-Gorski Kotar, Istria (Croatia), as well as across Croatia.

ICARUS focuses on three interrelated thematic pillars:

- Mobility as a Service (MaaS) and ICT in transport;
- Inter-modality;
- Behavioural change

The present position paper summarises at project level the contribution ICARUS brings to these three topics, bearing in mind that they are highly interrelated.


2 Reference to deliverables and activities

This output is based on the policy action plans:

- D.5.2.1 ICT and MaaS
- D.5.2.2 Intermodal transport
- D.5.2.3 Behavioral change

3 Overview of the ICARUS pilot actions

Region / area	Partners	Pilot focus	Strategic scope
Emilia-Romagna (IT)	 	<ul style="list-style-type: none"> • Tool to estimate air pollution emissions (<i>RogerAmbiente</i>) linked to the regional dynamic travel planning App <i>Roger</i>; it provides passengers information on emissions' saving when travelling by public transport instead using private cars. 	<ul style="list-style-type: none"> • Increasing passenger's awareness of private mobility environmental impacts, and fostering public transport use.
Abruzzo (IT)		<ul style="list-style-type: none"> • Travel and tourism App (<i>Happy Travel</i>); it provides links to transport providers' web sites and information on touristic destinations and services in Abruzzo region. 	<ul style="list-style-type: none"> • Promoting regional tourism and informing on transport services in the region.
Venice (IT)		<ul style="list-style-type: none"> • Bike racks installed on buses; and • Open-source web GIS which systematises existing transport data and information. 	<ul style="list-style-type: none"> • Promoting sustainable mobility; • Enhancing the current mobility platform of the city for planning purposes, and integrating into one platform multiple data sources.
Friuli Venezia Giulia (IT)	 	<ul style="list-style-type: none"> • Bike wheeling ramps installed at rail stations; and • Cross-border bike & bus services (<i>Parenzana</i> route). 	<ul style="list-style-type: none"> • Improving rail stations accessibility for bikers; • Fostering bike tourism.
Primorje-Gorski Kotar (HR)		<ul style="list-style-type: none"> • Web site (<i>icarus-mobility.com</i>) providing information on transport services and links to transport providers' web sites; it includes multiple modes (rail, bus, micro-mobility, ...) 	<ul style="list-style-type: none"> • Informing on transport services, and promoting sustainable transport modes when visiting Primorje-Gorski Kotar county.
Istria (HR)		<ul style="list-style-type: none"> • Bike and train promotion campaign, including bike share stations; • Guidelines for a travel & tourism Smart Card – App deployment. 	<ul style="list-style-type: none"> • Fostering bike tourism; • Preparing a project follow-up and a Smart Card – App delivery.

Region / area	Partners	Pilot focus	Strategic scope
Croatia		<ul style="list-style-type: none"> • Technical specifications to improve the current HZPP (Croatian Railways Passenger Transport) on-line rail ticketing system and include train & bike services. 	<ul style="list-style-type: none"> • Fostering bike tourism; • Preparing future IT investments for ticketing.

4 Main findings

- ICARUS contributes to the EUSAIR Action Plan *Connecting the region*, particularly through the development of ICT and MaaS applications , by improving passenger’s access to transport services thanks to non-physical investment, by developing new services.
- ICARUS contributes to the EUSAIR Action Plan *Sustainable tourism* as the ICARUS regions have a strong touristic vocation and transport innovation can contribute to tourism sustainability. In particular, MaaS applications and ICT solutions can provide tourists with sustainable transport options and include touristic services.
- ICARUS is fully relevant to the EUSALP in the *Mobility Action Group/Thematic Policy Area*.
- Transport technology innovation and the underlying organisational changes are means to integrate multimodal transport offer, ease public transport access, and increase sustainable transport modal share by fostering user’s behavioural change.
- The pilot actions of ICARUS have included:
 - Actions that introduce infrastructural improvements or require acquisition of equipment
 - Actions that introduce new intermodal services for cyclists
- The development of the ICARUS pilot projects shows that transport technology delivery can be complex and needs considering multiple challenges.

- A careful analysis of transport service and infrastructure availability is a pre-condition to develop MaaS applications. Public transport is the backbone of a MaaS platform. Nevertheless, European regions differ in the availability of public transport services and public transport may be limited in some regions. This needs to be considered before engaging in the development of a MaaS application or service.
- It is important to market the initiative, plan sale channels and customer assistance. Efforts must be promoted in all the pilot actions by marketing the initiative, thus informing the target audiences, raising awareness for newly achieved improvements, installations and services, and encouraging their usage.
- For services, it is important to provide sale channels as well as customer assistance service which can offer help in greater detail and resolve issues. It is important to present intermodal and integrated passenger transport and active transport as a greener and healthier alternative to the currently most used personal car, as it encourages physical activity through cycling, reducing traffic congestion, reducing the carbon footprint and reducing multiple forms of pollution, such as noise pollution and air pollution.
- Concerning transnational cooperation, the main added was in the mutual learning for the organisations taking part in ICARUS, especially in the design phase of the pilot, by benchmarking the local pilot cases with other similar applications in other European.
- The pilot's results contribute to achieve the application of an innovative service. The overall strategic targets set by project partners and relevant stakeholders involved was indeed to develop and test a completely new "innovation ecosystem" for public transport at regional level.
- Pilot outcomes are then the basis for a radical change in the attitudes towards innovation in the field at regional and cross-border level. The results of the pilot actions have been particularly relevant in terms of knowledge increase.