D.3.5.2 CROSSBORDER MANUAL FOR SMART DESING AND INTEGRATION OF SOFT MOBILITYSOLUTIONS FOR MULTIMODAL PASSENGER TRANSPORT

Project details

PROJECT ACRONYM	SUTRA
PROJECT FULL TITLE	SUSTAINABLE TRANSPORT IN ADRIATIC COASTAL AREAS AND HINTERLAND
AXIS	Maritime transport
OBJECTIVE	4.1 - Improve the quality, safety and environmental sustainability of marine andcoastal transport services and nodes by promoting multimodality in the Programme area
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Deliverable details

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PARTNER IN CHARGE	PP5 - ISIG
OTHER PARTNERS INVOLVED	
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ACRONYMS

APIs – Application Programming

Interfaces EC – European

Commission

LP – Lead Partner

ICT – Information and Communication Technologies

IoT – Internet

of Things PP –

Project Partner

SMP – Sustainable Mobility Plan

SUMP – Sustainable Urban Mobility Plan

V2I – Vehicle to

Infrastructure V2V –

Vehicle to Vehicle

EXECUTIVE SUMMARY

The present document has been elaborated within the framework of Activity 3.5 (Joint evaluation of pilot actions with proposal for improvement and sustainability) of the SUTRA project in order to present: a) a selection of good practices regarding the establishment of sustainable means of transport in coastal areas, previously identified within the framework of Activity 3.2; b) possible obstacles and success factors identifiedby Project Partners (PPs) for a replication of actions within and outside the Programme area.

Stemming from the lessons learnt within SUTRA, this document is to be intended as a practical manual, targeting other local/regional/cross-border public authorities, supporting the processes of planning and implementing actions on the establishment of sustainable means of transport in coastal areas.

1 INTRODUCTION

1.1 OBJECTIVES

The present document intends to:

- Present a selection of good practices regarding the establishment of sustainable means of transport in coastal areas, previously identified within the framework of Activity 3.2.
- Present possible obstacles and success factors identified by Project Partners (PPs) for a replication ofactions within and outside the Programme area.
- (Based on the experience of PPs and lessons learnt within SUTRA) Support other local/regional/cross- border public authorities, in the processes of planning and implementing actions on the establishment of sustainable means of transport in coastal areas.

1.2 METHODOLOGY

The present manual builds, first of all, on the previous analyses conducted in the framework of SUTRA Project implementation and, in particular:

- On the Cross-Border Multimodal Sustainable Transport Guidelines (SUTRA A3.2)
- On the Joint Evaluation of Pilot Actions with Proposal for Improvement and Sustainability (SUTRA A3.5)

Relevant insights from SUTRA's Project Partners were also gained from the Focus Group conducted during the Final Meeting of the project.

1.3 STRUCTURE OF THE DOCUMENT

This deliverable is structured as follows:

- Section 1 – Introduction.
- Section 2 – Identification of good practices in the Programme Area: this section intends to present good practices for the integration of soft mobility solutions for multimodal passenger transport, which have been selected, among a wider range of reviewed cases, starting from the elaboration of SUTRA A3.2 – Cross-Border Multimodal Sustainable Transport Guideline.
- Section 3 – Lessons learnt within SUTRA: this section provides a presentation of the main results of the evaluation activities performed by PPs during the Final Meeting of SUTRA Project, held in Caorle in February 2023. All PPs took part into a Focus Group titled "What we

did and what we could do better". The activity had the aim of contributing to the present deliverable by collecting lessons learnt within the project and useful tips & tricks for a successful replication of soft mobility solutions for multimodal passenger transport within and outside the Programme Area.

- Section 4 – Conclusions.

2   IDENTIFICATION OF GOOD PRACTICES IN THE PROGRAMME AREA

Good practices for the integration of soft mobility solutions for multimodal passenger transport have been selected, among a wider range of reviewed cases, starting from the elaboration of SUTRA A3.2 – Cross-Border Multimodal Sustainable Transport Guidelines. The cases presented in that document have been filtered and reorganised in order to present a picture of the state of the art in terms of sustainable actions and strategies to promote soft mobility solutions in the Programme Cooperation Area.

Figure 1: INTERREG Italy-Croatia Cooperation Area (updated 2023)

ITALY

Trieste
Gorizia
Udine
Pordenone
Venezia
Padova
Rovigo
Ferrara
Ravenna
Forlì-Cesena
Rimini
Pesaro e Urbino
Ancona
Macerata
Fermo
Ascoli Piceno
Teramo
Pescara
Chieti
Campobasso
Foggia
Barletta-Andria-Trani
Bari
Brindisi
Lecce

CROATIA

Istarska županija
Primorsko-goranska županija
Karlovačka županija
Ličko-senjska županija
Zadarska županija
Šibensko-kninska županija
Splitsko-dalmatinska županija
Dubrovačko-neretvanska županija

2.1 PREVIOUSLY IDENTIFIED GOOD PRACTICES

The following table provides an overview of the good practices selected and elaborated starting from SUTRA A3.2 – Cross-Border Multimodal Sustainable Transport Guidelines.

Table 1: Good practices

Title	Description	Key features
Italian Tourist Cycle Paths System	The Italian Tourist Cycle Paths System involves a network of 6,000 km cycling paths along which over 180 mln € have been invested in order to redevelop 300 public buildings. These buildings, strategically located along cycle-pedestrian historically and religiously relevant paths, have been converted into accommodation facilities. Moreover, 60 mln € have been devoted for the enhancement of nationally- relevant paths, such as the Via Francigena and the Appia Regina Viarum.	• Development ofinfrastructural networks, for cycle-pedestrian mobility,through: • Recovery ofbuilding heritage. • Enhancement and improvement of cycle/pedestri anpaths. • Promotion of safe mobility (on foot and by bike).
ICARUS Project	The ICARUS Project (Intermodal Connections in Adriatic-Ionian Region to Upgrowth Seamless solutions for passenger) was implemented with the aim of better connecting internal areas with their coasts. Within the project, concluded in 2021, eight pilot actions were promoted in the field of intermodal solutions, ranging from the installation of bike ramps in railway stations, to cross-border intermodal bike&bus services. The project developed also solutions for the digital accessibility of mobility services, exploiting innovativeICT solutions and	• Physical accessibility (accessibility to multimodal nodes, road accessibility). • Digital accessibility.

	integrating different services in an easy-accessible platform, which embeds also relevant information such as timetables, real-time tracking and others. Finally, a training programme for non-partner institutions have been developed to share insights and specific information related to sustainable mobility issues. The training programme ended with the drafting of light action plans to improve cross- border connections between Italy and Croatia.	
Abruzzo Bike Friendly	In May 2021 the Abruzzo Regional Council approved an update of the "Abruzzo Bike Friendly" report, which comprises all Municipality-led interventions for bike mobility. The Abruzzo Bike Friendly network can be joined by individual economic operators, ranging from tourist accommodation facilities to tour operators and other touristic businesses as well. The network provides digital visibility to enrolled bodies.	• Integration of sustainable tourism with local economy. • Creation of networks of economic operators for sustainable tourism.
Adriabike	Within Adriabike, several multimodal bike&bus and bike&boat services have been implemented. This allowed for providing connections between the internal areas and the sea, as well as among sea locations, in the broader Adriatic area.	• Continuity of services at cross- border level. • Homogenization of sustainable infrastructures in across-border context.

"Bike to Coast" cycle path	The "Bike to coast" cycle path has been built in Abruzzo by recovering an old 131 km long railway line connecting 19 Municipalities from Martinsicuro to San Salvo. The path connects several natural environments and small villages, promoting synergies across different touristic areas. This represented a concrete chance for the tourist economy development of internal areas, with many relevant spill over effects on other economic sectors.	• Development ofinfrastructural networks, for cycle-pedestrian mobility,through: o Recovery ofdisused road lines.
Venice My Port app	The app "Venice My Port", developed by Venezia Terminal Passeggeri, the private-public body managing the Venice Passengers port, is integrated with the Info Point of the Venice port. It provides real-time information to passengers, crew members, and other operators, about the available services and their location. More particularly, the app also supports passengers in finding their car after disembarkation, avoiding time loss and congestions.	• Real-time information t opassengers. • Integration and modernisation of payment systems
Eco Mobility Points	The "Eco Mobility Points", located in strategic areas ofthe city of Pescara (e.g., the airport, the touristic port,and the hospital), are exchange and connection hubs involving various sustainable mobility systems (normal and e-bike sharing, car sharing, car-pooling, shuttle buses powered by energy electric, train lines, etc.). Their location has been strategically chosen to be integrated with public transport lines and/or cyclepaths. Eco Mobility Points can be also considered as vibrant public spaces, as they are technological shelters equipped with bike racks and electric vehicle charging elements, wi-fi connection, multimedia device to provide real-time information about mobility and traffic, as well as information about the cultural and recreational offer in the city.	• Transport infrastruct ure technologic al upgrading.

Inter-Pass Project	Inter-Pass project was focused on the intermodal passenger connectivity between ports and airports. In Pula (Croatia) a direct bus line has been implemented through a pilot action which foresaw a service with a frequence of 30 minutes, serving also the railway and the central bus station. The service has been promoted through media and involving touristic operators, and a users' satisfaction survey has been conducted.	• Networking andstakeholders' involvement.
SMILE Project	SMILE Project developed a common SUMP model forinterurban areas in the Adriatic-Ionian macro-region. The analysis focused on the first and last mile of mobility including coastal, inland and bordering citiesof different sizes. The objectives of this review of measures was to guide local/regional authorities in the strengthening of both knowledge and operational capacity regarding sustainable mobility, as well as to test good soft practices and solutions not requiring large infrastructure investments.	• Networking andstakeholders' involvement.
MobiTour Project	The overall goal of the project MobiTour was to promote the joint design of sustainable multimodal urban mobility models in cross-border tourist areas, in order to encourage the use of alternative means oftransport and render the area more attractive to tourists, while at the same time decreasing pollution, thanks to a better connection between the coastal area and the hinterland. The outputs are represented by the development of 5 "park&drive" pilot systems, including the purchasing of electric vehicles and recharging lots, and the drafting of Sustainable Urban Mobility Plans (SUMPs) and Sustainable Mobility Plans(SMPs) in several locations in the cross-border Italy-Slovenia area.	• Cross-border coordination andintegration ofsustainable mobility.

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LOCATIONS Project	LOCATIONS Projects involved partners from 5 countries (Italy, Spain, Portugal, Croatia and Albania) representing 7 port cities to exchange and disseminate territorial planning expertise on the management of port mobility towards a higher sustainability of mobility operational models. Low-Carbon Transport Plans were aimed to produce both short-term results and to allow for transferability in the mid-term.	• Networking andstakeholders' involvement.
Adrion Thematic Cluster on Urban and Interurban Low Carbon Intermodal Mobility for Passengers	The Adrion Thematic Cluster on Urban and Interurban Low Carbon Intermodal Mobility for Passengers, developed within the Adrion Program, gathered different projects (Inter-Connect, Smile, Inter-Pass, and EnerMOB) in order to capitalise, disseminate, promote and upgrade the result of these project by giving 24 participating partners the chance to interact.	• Networking andstakeholders' involvement.

2.2 DISCUSSION AND KEY FEATURES

Selected good practices allowed for the identification of common features that might be considered when planning or implement actions on the establishment of sustainable means of transport in coastal areas. Key features have been grouped into four dimensions:

Infrastructure

- Accessibility: focus on accessibility as a multi-dimensional feature:
  - ❖ Physical accessibility: the focus is on the reduction of access times, promotion of accessibility and connection to multimodal nodes (i.e., airports, railway, maritime facilities) as well as road accessibility (i.e., private vehicle, public vehicle and cycle accessibility).
  - ❖ Digital accessibility: including development of internet network coverage, it constitutes a key factor of visibility and improvement of the overall user experience.
- Infrastructural networks for sustainable mobility and tourism: development of infrastructural networks for cycle-pedestrian mobility (e.g., cycle routes) with tourist purposes, integrated with conventional transport (e.g., bike by train).
- Safety: promotion of safe mobility for travellers (on foot and by bike).

- Recovery and reuse: reuse and recovery of infrastructures (e.g., disused railways) and structures (e.g.,building heritage).
- *Technological innovation: innovative technological services and ICT solutions (e.g., to Vehicle to Infrastructure (V2I) or Vehicle to Vehicle (V2V) communication) could increase road safety, support monitoring activities and be an incentive for the use of sustainable transport modes, (e.g., charging stations for electric vehicles, info-mobility stations / localized totems), in particular, at network nodes.*

Economy

- Integration of sustainable tourism with local economy: promotion and development of tourist services and itineraries that include areas of important value in order to be attractive to tourists, integrating these itineraries with the local tourist offer and local handicraft production.
- Creation of networks of economic operators for sustainable tourism: establishment of networks of local economic operators for a better promotion and visibility.

Institutional

Cross-border coordination and integration of sustainable mobility: promotion of cross-border strategic planning, adoption common transnational models (e.g., transnational SUMP model) so to put the basis for a better coordination and integration of sustainable mobility, ultimately ensuring sustainability, continuity of services at cross-border level, good design and sound resources management (technical resources, time, networking with stakeholders).

- Networking and stakeholders' involvement: promotion of opportunities for the exchange of good practices and dissemination among projects, in order to encourage good practices' transferability and their replication between neighboring territories. Another key aspect is the involvement of and the activation of (permanent) collaborations between stakeholders and local/regional public authorities, for a better coordination and long-term sustainability.
- Training programmes: provision of training programmes for local authorities and stakeholders.

Information & Communication

- Soft and digital solutions not only hard infrastructures: technological and digital innovation represents a key feature for an overall improvement of users' experience

- Integrated payment systems: developed between the different transport modes, might allow for an easy ex-ante booking, ultimately promoting 'sustainable tourist journey'

3 LESSONS LEARNT WITHIN SUTRA

During the Final Meeting of SUTRA Project, held in Caorle in February 2023, all PPs took part into a Focus Group titled "What we did and what we could do better". The activity had the aim of contributing to the present deliverable by collecting lessons learnt within the project. Insights and considerations by all the PPs have been then re-organised as follows, in the form of useful tips & tricks for a successful replication of soft mobility solutions for multimodal passenger transport within and outside the Programme Area.

The activity was structured in two, consecutive steps:

- A self-evaluation session where implemented pilot actions have been scrutinised, identifying the main obstacles encountered, as well as the most relevant opportunities and success factors.
- A strategy-outlining session, where ways to deal with the above identified obstacles and to exploit assessed opportunities have been the bases for the formulation of follow-up proposals for the development of sustainable mobility solutions. Proposals were detailed on different scales, and foreseeing the involvement of different actors.

3.1 OBSTACLES AND OPPORTUNITIES IN THE FIELD OF SUSTAINABLE MOBILITY SOLUTIONS

The main obstacles reported by the participants during the first session of the Focus Group were the following:

- Bureaucratic barriers: procedures for the design and implementation of sustainable mobility solutions might involve a great variety of bodies in charge of different functions, especially when the solution involve different means of transportation, or different territorial areas. This can lead to the emergence of complications along the project process, as well as the lengthening of the times or the increase in the design, implementation, and management costs.
- Difficulties to select the project location: this obstacle is at least partially connected with the previous one. When drafting a project, the selection of proper locations where to intervene, for instance by installing a new multimodal exchange point, is highly relevant: places should be assessed in terms of accessibility, relation with touristic flows, physical characteristics, but also the ownership regime. Confrontation about the legitimacy of project might indeed arise if the identified territories are privately owned; administrative burdens might be posed when the areas are controlled by multiple bodies which should reach an agreement in order to allow for the implementation of foreseen solutions.

- Political change in the local administration: while sustainable mobility solutions usually require some time to unfold relevant impact on the environment and quality of life of the targeted territories, political change in the local administration resulting from the electoral system might threaten the continuity of project trajectories. This could happen, for instance, when the new administration in charge wants to differentiate its political agenda from the previous one. The timing discrepancy between electoral and political cycles, and project design, implementation, and monitoring&evaluation, might in the end jeopardize the potential positive outcome of the projects themselves. During the Focus Group, project partners advocated for a stronger responsibility of political authorities in guaranteeing an objective evaluation of the legacy of previous administrations, so to allow for long-term results in the field of sustainable mobility to be reached.
- Difficulties in finding the right option for service management: in some cases, especially when the foreseen project/infrastructure constitutes a relevant innovative shift in its context of application, some difficulties might be found in identifying the best option for running operations after the first implementation within the project. This issue matters especially at the end of projects like SUTRA, when the economic sustainability of developed solution must be founded upon other financing sources. The adherence of local administrations involved in the implementation of such projects to the principles of Good Democratic Governance might help in finding the most suitable solution to run sustainable mobility solutions in the long-term, for instance by involving both private operators and public bodies, or by accessing structural funds.
- Infrastructural underdevelopment: the limited development – both in terms of quantity, quality and spreading – of some soft mobility infrastructures, for instance bike routes, has been pointed out as a structural obstacle to the actual implementation of sustainable mobility solutions. Very often this kind of infrastructures are fragmented, poorly designed, or de-prioritised in favour of other mobility solutions. This threatens the efficacy of other solutions which are usually depending from the feasibility of the choice of a different means of transportation.
- Relationship with citizens and project communication: throughout the development of a project like SUTRA, constant, open and transparent communication to local communities is key. Some partners pointed out that such commitment is far from simple: misinformation, suspicions, or simply disinterest might constitute an obstacle to the delivering of correct information. The struggle for a proper communication and dissemination of project results should be faced with innovative and flexible solutions, for instance by balancing offline and online communication, and by putting into relation the concrete and localised project activities with global, systemic issues to be assessed, as for instance the ecological crisis.
- Lack of interest from local stakeholders: very often, stakeholders' engagement constitutes one of the success factors of local sustainable mobility projects. In some cases, as stakeholders are deemed to be relevant for the implementation of foreseen solutions, they are indeed very poorly interested in taking part into project activities. Mobilisation of relevant stakeholders

usually does not happen by chance. Indeed, there can be many explanation for the lack of participation of stakeholders: poor or no information about the activities, but also absence of motivation. For this reason, effective stakeholders' engagement strategies must take into account, along with a proper mapping of stakeholders operating in the area, the opportunity to identify incentives, and even prize systems, to make project activities more attractive to relevant, yet not so interested, stakeholders.

Covid-19 Pandemic: of course, the effect of the Covid-19 pandemic on health, society, and economy of the targeted areas has been quoted many times during the Focus Group. More specifically, the pandemic situation threatened the project implementation by making project milestones more complicated to be reached, but it also completely changed collective behaviours in relation to both mobility choices and touristic choices. On one hand, most people found not that safe to travel by public transport; this diverted a lot of mobility flows back to private means of transportation. As cars conquered back a portion of these flows, it must be said that also cycling mobility benefitted, at least in some contexts, from this situation. On the other hand, touristic flows were firstly almost erased, and then underwent through significant changes; also in this case negative effects – for instance the decision to travel with a private car to avoid overcrowded trains, planes or boats – must be balanced with other effects which, at least in some cases, should have benefitted some of the SUTRA pilot sites: for instance the raise of internal touristic flows experienced in Italy after the first pandemic wave.

The main opportunities identified during this session are:

- Economic sustainability of foreseen services: the participation to SUTRA project allowed for the foreseen pilot activities to be economically sustained throughout their design and first implementation phase.
- Synergy with other SUTRA partners: participants highlighted the very positive environment developed within the Consortium, characterised by active and vibrant exchanges among the partners. This fostered the synergies throughout the project implementation and enhanced the peer-to-peer learning dynamic. As the SUTRA Pilot Actions were a chance for local communities to learn by doing, it could be said that the project has been characterised by a very fertile peer-to-peer learning-by-doing process.
- Integration with other EU projects in the field of mobility: by embarking on SUTRA project, partners were able to make contact with other, similar projects developed within the Italy-Croatia Cooperation Area, and beyond it. This opportunity is relevant both in terms of access to significant knowledge, and in terms of future opportunities of cooperation in a wide network of local institutions and other partners. This allows also for finding a solution for the long-term economic sustainability of implemented actions. At the same time, for those contexts were sustainable mobility solutions were already piloted within other EU projects, SUTRA represented the opportunity to strengthen and further integrate sustainable existing

mobility systems.

- Cultural impact: beyond the concrete infrastructures and services developed as a result of SUTRA pilot actions implementation, another relevant legacy of the project is constituted by the change of mindset promoted within the local administrations and in some cases extended to the local population at large. Municipalities and other public bodies had the chance to challenge themselves with working methods at least partially different from the business as usual; their administrative activity was positively influenced by the vision and the general goals of SUTRA project. At the same time, local populations have been targeted by activities which promoted, through the delivering of certain messages as well as through the concrete example provided by SUTRA pilot actions, a cultural shift towards the embracement of sustainable means of transportation.

- Broader economic impact: of course, indirect economic impact determined by the increasing touristic attractiveness, due to the better accessibility of the targeted territories through sustainable mobility solutions, has been quoted several times. The suitability of targeted areas in terms of touristic potential – for inherent reasons, like climate, but also as a result of the implementation of effective territorial strategies – constitutes the basis on which SUTRA project developed its pilot actions. Moreover, the focus on soft mobility solutions allows for the drafting/implementation of territorial marketing strategies aimed at capturing specific touristic demand, for instance cycle tourism, guaranteeing for a good balance between economic positive impact and environmental sustainability of touristic flows.

3.2   FOLLOW-UP PROPOSALS FOR THE DEVELOPMENT OF SUSTAINABLE MOBILITY SOLUTIONS

During the second session, participants were asked to identify possible follow-ups for the development of sustainable mobility solutions. In order to better detail these proposals, participants "located" them at different scales of intervention (cross-border scale, national scale, local scale); relevant actors to be involved in order to guarantee the success of proposed interventions have been also indicated. Proposals are here presented according to the identified scale of implementation.

3.2.1   Cross-border scale

3.2.1.1   Strategy: Stay in the loop of EU-Funded mobility projects

Some participants took the chance of this section of the Focus Group to reaffirm their will to stay in the EU- funded mobility projects loop, and to be involved in future projects similar to SUTRA; this has been framed asa strategy to be implemented by Local Authorities with the support of the Project Coordinator.

3.2.1.2   Action: Implement a cross-border Mobility App

The main action proposed on this scale is to implement a comprehensive app presenting the sustainable mobility offer of a broader network of touristic locations. There are already several apps devoted to this goal;this means that in order to develop an effective instrument to support the access to sustainable mobility solutions on a large, cross-border scale, it is necessary to gain a certain position in the "apps market", by intercepting a niche not yet occupied by existing apps.

Relevant actors outlined for this activity include touristic offices of the involved localities, and external experts to develop the app IT architecture. Among the guidelines that should be taken into account to develop an effective digital solution for the accessibility of sustainable mobility services in touristic areas, the following aspects can be mentioned:

- User-Friendly interface, including intuitive functioning and responsiveness, showcasing services in different layouts, like lists or maps, and providing for multilingual options.
- Comprehensiveness of information, covering various soft and sustainable mobility solutions, with all relevant details like schedules, routes, fares, and any specific rules or regulations, as well as references to points of interests, other services and landmarks. Availability of real-time data, for instance on traffic conditions or modifications due to temporary issues, like service maintenance, roadworks or demonstrations, are particularly appreciated by end-users.
- Sustainability metrics, for instance CO_2 emissions saved, which allow end-users to be aware of the positive environmental impact of their mobility choices.
- Gamification and rewards schemes, for instance by establishing a system where points are earned by end-users using sustainable mobility solutions, that can be used to access other goods or services in the local economic network of the visited territories.
- Feedbacks and rating system, so to both provide end-users with reviews of the mapped solutions, and to perform monitoring&evaluation activities on the proposed services by the competent authorities.

3.2.2   National scale

3.2.2.1   Strategy: Draft a feasibility study on the development of cycling infrastructure

Some participants highlighted the need for comprehensive plans for the development of

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cycling infrastructure, starting from feasibility studies which allow for the embedding of cost-benefit analysis, and an overview on the possibilities of acceding to local, national and EU funding sources for their design and implementation. Actors that have been reported to be key for the success of this strategy are local and national institutions, stakeholders, and business associations.

3.2.2.2 Action: Launch more effective and targeted communication campaigns

As already highlighted above, an effective communication is key to promote change in the behaviour of potential sustainable mobility users, as well as to raise the interest and involve a broad range of stakeholders to support the adoption of sustainable mobility solutions. More specifically, identifying the targets of communication efforts is necessary to deliver the right message in the right way. Several ideas were provided by the participants on how to make communication campaigns related with such kind of projects more effective.

A first idea is to look for the support of national TV broadcasters, for instance a TV programme focusing on the development of European projects in Italy. That could represent a good channel through which showcasing the results obtained with the implementation of SUTRA project to a general public. In this case, identified relevant actors to establish this partnership are TV broadcasters and public transportation companies.

Another proposed action related with the sphere of communication suggests to look at the new media, especially social media platforms, to look for a bigger impact, especially on younger targets which might be more open to the adoption of sustainable mobility behaviours. A specific communication campaign where both the contents and the means of communication are adapted to fit into the characteristics of new media, could be designed and implemented with the support of the following relevant actors: social influencers, economic stakeholders, citizens' cycling associations, experts in digital communication.

3.2.2.3 Action: Ensure better visibility for cycling paths

Even though in some cases cycling infrastructures already have a good level of maturity – in terms of extension, integration and capillarity – they often suffer from a not that good visibility, which in the end affects the accessibility to the bicycle mobility option. This obstacle is particularly significant for tourists, as they usually have little knowledge about the visited areas, while local citizens have more awareness about the available infrastructure in their place of residence.

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The issue of visibility is clearly connected to the previous topic, as it is a matter of good communication. If framed at the national level, it means that territorial branding and territorial marketing strategies designed and implemented at a lower administrative level should be integrated within a broader and consistent visual strategy, in order to guarantee more recognisability to cycling paths connecting different territories on a national scale.

Key actors in this case are local institutions and Regions.

3.2.2.4 Action: Embed physical infrastructures with digital infrastructures

Another aspect which might support the accessibility of sustainable mobility infrastructure is their integration with digital infrastructures. This proposed action takes the perspective of physical and digital infrastructures as part of an ecosystem facilitating the adoption of sustainable mobility solutions by end-users, as well as their development by competent authorities.

More concretely, adopting such an approach means, among others: to allow for mobile payment and integrated booking of mobility services; to provide real-time updates related with the service and support the user experience by implementing IoT (Internet of Things) solutions; to guarantee accessibility to open data related to mobility flows and APIs (Application Programming Interfaces) of the developed services; to collect feedbacks following a user-centered design approach.

Local institutions have been identified as the key actors to develop such actions; however, it has been highlighted that this should be an action undertaken from the local towards the national level, thus involving also partners on a national scale.

3.2.3 Local scale

3.2.3.1 Strategy: Promote Public-Private Partnership schemes

The strategy identified at a local scale directly addresses the issue of the economic and technical sustainability of soft mobility services throughout their lifetime. Many participants highlighted that it is necessary to provide for consolidated Public-Private Partnerships schemes, tailored to the specificities of each context of action, in order to guarantee the continuation of services beyond SUTRA project lifetime. In order to do so, it is necessary to take into consideration a number of interrelated aspects, ranging from the legal framework in force, to the economic features of the targeted territories.

As the typologies of private actors that should be involved in these schemes might vary from place to place, local institutions are in any case needed to boost this solution.

3.2.3.2 Action: Build more bicycle infrastructures

In this case the proposed action is plain and simple as it appears, in its goal. However, the ways through which it can be implemented are various: through the identification of relevant actors for this action, participants implicitly suggested that the best implementation strategy is to involve a broad range of actors in a participatory process, aimed at identifying and prioritising the best solutions for the development of cycling paths and structures in support of cycling territorial accessibility.

Indeed, quoted actors were Regions, local institutions, hotels and other accommodation facilities, local business associations, town urban planning departments, citizens, and managing authorities.

3.2.3.3 Action: Strengthen intermodal connections

Even though each sustainable mobility services, when taken individually, has its own potential – in terms of catchment area, attractiveness, and accessibility – this potential is multiplied when different services are connected one with the other. Intermodal connectivity can be understood as both material and immaterial, meaning that integration should be guaranteed both in terms of physical links among services (e.g., to provide for bike sharing stations in interchange car parking areas or at railway stations) and in terms of coordinated mobility offer (e.g., to provide for integrated ticket offers, or to implement coordinated communication campaigns and visual strategies).

In this case participants identified local institutions as the key actors to be involved to strengthen intermodal connections.

3.2.3.4 Action: Provide for a correct maintenance of service

Maintenance and efficiency of implemented services is a topic raised frequently when talking about sustainable mobility public investments. It has a lot to do with identifying the best way to run the service after the first piloting phase, but it is also linked with the issue of raising awareness on the correct use of service, for instance in order to avoid vandalism as much as possible.

Also in this case participants identified local institutions as the most relevant actors to be taken

into account.

4 CONCLUSIONS

The present document, stemming from the lessons learnt within SUTRA, has identified several aspects and features that might be relevant for local and regional authorities in the processes of planning and implementing actions for the establishment of sustainable means of transport in coastal areas, with (also) tourist vocation. Some relevant features identified are:

- The role of digital innovation is key in order to make new sustainable means of transportation easier to access, thus more universal, and for improving users' experience.
- The role of communication and awareness raising campaigns is fundamental so to encourage the change of behaviour of people towards more sustainable choices.
- Networking is key, including networks between public authorities, collaboration with and inclusion of stakeholders and civil society representatives, network between local economic operators, adoption of public-private partnerships schemes, etc.
- The enhancement of the overall infrastructural network for cycle-pedestrian mobility (e.g., cycle routes), and its integration with other means of transport, is needed also through the reuse and recovery of structures and infrastructures.
- Sustainable tourism actions and strategies should be integrated with local economy and the promotion of the local tourist offer.
- Solutions which are developed for touristic purposes might be adapted and made accessible and relevant also for citizens. This also enhances the legitimacy of proposed solutions and raises awareness about the importance of sustainable mobility solutions to be funded by public bodies.
- The long-term sustainability (especially economic and technical) of pilot actions should be considered beyond project lifespan. Specific strategies are needed in order to go beyond seasonality issues (both seasonality of touristic flows and seasonality of soft mobility solutions' attractiveness).
- Strategic plans should be drafted by taking a perspective which goes beyond administrative borders.

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