



Move on Green

Newsletter No. 6

June 2014



Content

MOG Final Conference	1
Project Partners meeting in Potsdam	2
The last bilateral meeting was held in Spain...	2
Adaptation of the selected GP in Poland	3
Mobility for remote regions	4
Focusing on mobility issues at the Access2mountain project	4
Project Partners	5
Imprint	7



MOG Final Conference: How can sustainable transport strengthen rural and mountain areas attractiveness?

Move on Green organises its final conference on **15th September 2014 in Brussels**, at the beginning of the European Mobility Week.

This Move on Green final conference will give participants the opportunity to see into more details the results of the project and will address more generally the question of the attractiveness in rural and mountain areas. How can sustainable transport better contribute to this attractiveness?

You are interested in sustainable transport in rural and mountain areas? You wish to discover new and creative economically viable solutions that can be effective and efficient while being environmentally friendly? You are a policy-maker at local, regional, national or European level and you face transport issues in a rural or mountainous area?

Come to our final conference on 15th September 2014 and have your say!

Register directly to the event [here](#) or through [MOG webpage!](#)



This project is co-financed by the European Regional Development Fund and by the Interreg IV C programme.

The contents of this newsletter reflect the author's views. The Managing Authority is not liable for any use that may be made of the information contained therein.



Project Partners meeting in Potsdam

MOG partners held their fourth thematic seminar and study visit in the Region of Brandenburg, Germany from 1st to 3rd April 2014.

The first destination was the port of **Königs Wusterhausen**, a hinterland river port. Michael Friedler, port manager, explained the importance of this infrastructure for the region using it as a terminal for intermodal transport. Partners had the chance to know more about daily operation of the port which interconnects inland waterways, road and rail which allows the transportation of significant amounts of goods (up to 500 containers per week in the following years) thanks to the applied trimodal approach and technologies.

The study visit continued at the technical **University of Wildau**, for a presentation of the current transport projects developed by this University:

- **“Innovation Hub: Development Concept in Region Wildau”**: Prof. Dr. Dana Mietzner explained how new forms of interactions can be established between research and education entities at regional level, to improve the living conditions and how this common vision can be disseminated. These innovation hubs are characterised by a high degree of specialisation, of integrated development and by the presence of young population in the area.



- **“New concepts for green supply chains”**: This project concerns fully electrified supply chains in the region. Researchers are working on its applicability in rural areas and are in its development phase.

- **“The FLAVIA tool: an innovative tool for intermodal routing”**: This public tool (with restricted access) virtually connects waterways, roads and railways in order to calculate the best route for freight transport within continental Europe in terms of the minimal possible energy consumption.

Finally, Petra Juliane Wagner (“Transport Association Berlin-Brandenburg”) shared her experience on the successful **“48-hours-events-Brandenburg” initiative**. In altering regions, all touristic sites were opened during one specific week-end and special bus services have connected main railway stations with all participating sites to facilitate tourists’ access. 13000 persons participated in 2013. The main costs were buses, marketing and costs for tour guides, supported partly by public funding from the districts involved and partly by private funding (sponsors). The linked earnings are increasing year by year (a turnover of 300 000€ was generated in 2012) and represents a very significant part of the local economy. Other regions in Germany noticed the advantages of this model and have started to adapt it.

The last bilateral meeting was held in Spain...

SODEBUR welcomed Greek partners —9th April 2014

The Society for the Development of the Province of Burgos practices implemented in the Spanish region about Transport on (SODEBUR), organized its MOG bilateral meeting on 9th April 2014. Demand.

Two partner organizations (Provincial Government of Teruel and Region of Epirus) gained more detailed information about the good



Move on Green



Transport on Demand is a public transport service for passengers in rural areas, using previous requests based on new information technologies. Castilla y León region has used this system since 2004. Nowadays, the programme provides a service to more than 3.500 municipalities across 811 different routes.

This initiative was presented by technical experts Almudena Laiz and Isidro Prieto from GMV Innovating Solutions (enterprise in charge of technical management). Meeting was done in the Technological Park of Boecillo in Valladolid with the support of several representatives of the Regional Government of Castilla y León.

After the theoretical part (operational, legal, funding schemes and technological issues), visitors saw “in



situ” the reservations centre of Transport on Demand.

Transferability of the Good Practice: visiting partners were especially impressed by the following aspects:

- extension of Castilla y León Region and how the system has been extended all over the rural areas during the last 10 years,
- use of new technologies and
- benefits for the traveller, operator, administration and environment.

Main difficulties are related with economic aspects as initial investments and annual operating costs are needed to ensure the viability of the service.

[Please have a look on our MOG website: GP 9.1](#)

Transferability of GP and changes of public policy in Podkarpackie Region (Poland)

Transferability of Good Practice

After the bilateral meeting in Sopron (Hungary), where the representatives of Podkarpackie region acquainted with the good practice “Cooperation between public & individual transport modes: intermodal system”, Podkarpackie developed the first steps to create **an agglomeration train** in its area. The first meetings to transfer this GP took place in November and December 2013. On 14th May 2014 in the Podkarpackie Marshal’s Office in Rzeszów representatives of the rail companies and the public entities responsible for rail transport in Podkarpackie region defined the organization and legal assumptions of this train. Thanks to the implementation of this new train:

- The existing rail line will be used to create an

alternative public transport for a large range of agglomerations; providing an alternative to cars and thus **decreasing traffic congestion and CO2 emissions**

The inhabitants of the villages located, close to the rail line, will be able to come to the centre of the region in a easier way, this will facilitate and shorten the time to commute to work

A new public policy taking into account public transport in rural areas

Podkarpackie region has already realized one of MOG’s goals. Thanks to Move on Green project the region has improved its regional policy. A new development strategy entitled “Region



Development Strategy – Podkarpackie 2020” was written for Podkarpackie region. In the first draft of this new Strategy there were no records regarding public transport. In the “Transportation” part, there were only records associated with building and/or modernization of the roads, railway tracks and airport.

Podkarpackie MOG team helped the member of the Podkarpackie board at the regional parliament to amend the document, writing directly amendments to include public transport issue in rural areas. The final version of the strategy approved by

Podkarpackie parliament include these amendments.

“[Region Development Strategy – Podkarpackie 2020](#)” is a key document for Podkarpackie Region. During the new financial perspective 2014-2017, European Structural funds can only be spent on priorities defined in this Strategy.

The success of Podkarpackie Region to improve sustainable mobility in rural areas is an important success for Move On Green project.

Mobility for geographically and demographically challenged regions

The Committee of the Region (CoR) wants to draw the European Commission's attention on **a better mobility for all, including the remote regions**. Under the articles 174 and 349 of TFEU (Treaty of the Functioning of the European Union), five types of territories required "particular attention": **border region, mountainous regions, islands regions, sparsely populated regions and outermost regions**. But regarding mobility, are there some specific efforts done for these regions? Can we

do better? Gordon Keymer (CoR) organized a **public hearing in Brussels on 15th April 2014**, to collect the feedback of European stakeholders, who are dealing with mobility, and Euromontana shared MOG findings.

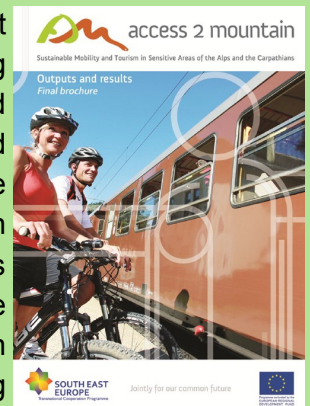
Keymer will publish a report in July, collecting Good Practices, an overview of the EU funding possibilities and some suggestions of actions to be taken at EU level.

Focusing on mobility issues at the Access2mountain project

ACCESS2MOUNTAIN was a transnational project with 32 partners from 17 countries located in the Alps and Carpathians. Funded by the South East Europe Programme, it aimed to improve sustainable accessibility to and within sensitive mountain regions. Project activities aimed to raise awareness, promote knowledge, provide regions with solutions for sustainable mobility development, to integrate peripheral regions. It equally aimed to strengthen policy dialogue at the transnational and EU levels.

From best practices to demonstration projects in the field of sustainable mobility management

The analysis of 51 best practices foreseeing multimodal mobility and additional 20 renowned regional and narrow gauge railways operating in mountain regions was aimed to identify core factors of success in developing and maintaining a high level of service for different target groups. Then, 7 pilot regions implemented regional mobility projects and





awareness raising among the different target groups.

The project achievements are considered as a good starting point for further efforts towards the improvement of cross-border and transnational multimodal transport systems including cycling as an alternative means. The project reached a high level of awareness for sustainable mobility even in those pilot regions in the Carpathians, where "sustainable development" had not yet been popularized.

Policy development: a new transport protocol for Alpine and Carpathian Conventions

Practical experiences in regional mobility management can provide useful inputs for policy development. In order to have an impact, cooperation with the Alpine and the Carpathian Conventions seemed obvious from the start. The

ACCESS2MOUNTAIN participation on the part of numerous ministries from the various Alpine and Carpathian countries as (observing) partners has greatly facilitated the involvement of the national representatives from the Alpine and Carpathian Conventions. These joint efforts have resulted in a **synchronized draft of the transport protocol text, ready for its submission and adoption at the forthcoming 4th meeting of the Conference of the Parties (COP4) in September 2014.** An adoption of the protocol text at the upcoming COP4 would be of singular strategic importance for the future development of sustainable transport in the Carpathian region.

All relevant information of the project is summarized in the final synthesis brochure available on the project website www.access2mountain.eu

MOG Project Partners

13 partners are involved in the MOG project. In every newsletter, we present some of them.

Region of Thessaly—PP3

The Region of Thessalia occupies the central Eastern part of continental Greece. The population of this region is 753,888 and represents 6.9% of the total population of the country, from which 44% is urban, 40% agrarian and 16% semiurban. Larissa, the capital of Thessalia, is home to more than 230,000 people.

The development planning of Thessalia focuses mainly on rural development, economic growth, employment, sustainability of tourism and

improvement of the region's infrastructure. In particular its priorities are:

- sustainable rural development in terms of sustainable environmental solutions,
- development of cultural cooperation and further promotion of sustainable and alternative tourism (i.e. sport, agro, cultural, gastronomic tourism),
- protection and sustainable use of the natural





and man made environment as well as proper management of natural resources,

- protection of local production methods and promotion of its agricultural products that are part of the PDO (Protected Designation Origin) and PGI (Protected Geographical Indication) EU schemes to domestic and

international markets.

www.thessalia.gr



BSC Business Support Centre Kranj—PP9

Gorenjska is situated at the Northern—Western part of Slovenia. Its population is 198 320 with 9% unemployment rate.

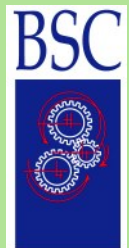
BSC, Business support centre ltd. Kranj is public equivalent body with non profit status. Since 2000, it has been nationally approved and confirmed in its status, role and responsibilities as the Regional development agency of Gorenjska region. BSC-s main tasks are: to coordinate preparation and implementation of regional development programme and strategic priorities of the region in line with the political decision body in the region: regional council consisted of mayors from region Gorenjska. BSC provides technical support for council of mayors (put together with 18 mayors) that are responsible for

key strategic policy decisions on regional and local level.

BSC Kranj has actively participated in the following interregional cooperation projects:

- INTERREG IIIA: Ropol – development of industrial locations in cross border area Slovenia/Austria,
- Phare Donation scheme,
- INTERREG IIIB: Pusemor, Aspect,
- Interreg IVC: Cloe,
- Alpine Space: Alp energy

<http://www.bsc-kranj.si/>



Euromontana—PP6

Euromontana (EM) is a European association of Mountain areas. This network counts more than 75 organisations in 20 European countries, all involved in the promotion and development of mountain areas After 40 years of political existence as the Permanent conference of mountain areas, EM was founded as a legal entity in 1996 in order to promote



functional, economically active and innovative mountains. Ensuring access to public services through an efficient environmentally sustainable transport system is one aspect to ensure sustainable mountain development.

EM works on twelve thematic themes, including **transport, ICT, tourism, rural development,**





territorial cohesion, energy, environment, youth, innovation and mountain products. Approaches in Rural and Mountain areas).

EM has been involved in several European projects, in particular in research like

“Mountain.TRIP: transforming research into practice and delivering research results on sustainable development in European mountains” or “EuroMARC: Mountain Agrofood products in Europe, their consumers, retailers and local initiatives”. EM is also involved in transnational collaboration with several INTERREG IV C projects to focus on mountain and rural development with PADIMA (Policies against depopulation in mountain areas) or DANTE (Digital Agenda for New Tourism

More info:

<http://www.euromontana.org>

Find MOG on Social Networks

www.facebook.com/MoveOnGreen

<https://twitter.com/MoveOnGreen1>

or visit the project website:

www.moveongreen.eu

Imprint— MOG—MOVE ON GREEN

György Fekete

Project manager
CTRIA Nonprofit Ltd.

E-mail:
gyorgy.fekete@kdriu.hu

Marie Clotteau

Project manager
Euromontana

E-mail:
marie.clotteau@euromontana.org

Laura Gascón Herrero

Project coordinator
Provincial Government of Teruel

E-mail:
mog@dpteruel.es

MOG partners

- | | | |
|----------------------------------|---|--|
| 1. Province of Teruel, ES | 7. Central Transdanubian Regional Innovation Agency, HU | 11. Vidzeme Planning Region, LV |
| 2. SODEBUR, ES | 8. Regional Management Burgenland, AT | 12. Podkarpackie Region, PL |
| 3. Thessaly Region, GR | 9. BSC Business Support Centre Ltd. Kranj, SI | 13. Ministry for Infrastructure and Agriculture of Brandenburg, DE |
| 4. Epirus Region, GR | 10. West-Pannon Nonprofit Ltd., HU | |
| 5. Shetland Islands, Council, UK | | |
| 6. Euromontana, FR | | |



Improving
sustainable transport
in rural and mountain areas

