



# Move on Green

Newsletter No. 7

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## MOG Final Conference in Brussels:

Move on Green organised its final conference on **15th September 2014 in Brussels**, at the beginning of the European Mobility Week. This final event welcomed around 75 participants, presented the overall results of the project and encouraged a larger discussion on how **sustainable mobility can help to increase the attractiveness of rural and mountain areas**.

The final conference consisted of three parts which were the followings:

- How to strengthen the practical uptake of interesting practices?
- Fostering rural and mountain regions attractiveness: How to implement a sustainable transport strategy?
- Sustainable transport: How will the new European policies support the development of rural and mountain mobility?





# Sessions of the final conference

## 1. How to strengthen the practical uptake of interesting practices?

Move On Green partners designated 9 different ways to improve rural mobility. The participated partners identified 51 good practices and characterised them into nine clusters and prepared a [Good Practices collection](#). Luis Carlos Marquesan presented seven MOG recommendations for policy-makers:

- The European Commission should elaborate a specific Rural mobility package, focusing on solutions to implement sustainable and multi-modal transport in rural areas.
- The “European Local Transport Information Service” (ELTIS) should integrate a strong rural component, presenting case studies, specific tools for rural mobility and services on the EU legislation and funding schemes.
- The European Mobility Week should support initiatives focusing on links between urban and rural areas and encourage smaller towns in rural areas to participate in this event to present their sustainable mobility practices.
- The European Commission should continue to foster fundamental and applied research to increase the autonomy of these vehicles, to encourage their use in rural areas.
- The Authorities in charge of Transport should be encouraged to work together.
- Regional and local authorities in charge of Transport should be encouraged to develop together these information systems, available 24/7 through the Internet or smartphones.
- The development of multi-activities in public transports should be encouraged to increase

the viability of public transports.

You can find them more detailed in [MOG Policy Guidelines](#).

## 2. Fostering rural and mountain regions attractiveness: How to implement a sustainable transport strategy?

The second session of the conference aimed at explaining how regions have improved their regional strategy thanks to MOG. The Province of Teruel (Spain), Podkarpackie Marshal's Office (poland), Vidzeme region (Latvia) and the Access2Mountain project shared their experience.

## 3. Sustainable transport: How will the new European policies support the development of rural and mountain mobility?

This third session aimed at better understanding what margins of manoeuver exist in the new programming period for rural mobility initiatives. Vincent Leiner, from DG Region, European Commission and Martina Bacova from the Interreg IV C programme underlined that, despite the absence of specific funding scheme for rural areas, at least four EU funding schemes could be interesting:

- Horizon 2020,
- Connecting Europe Facility (CEF),
- EU Cohesion Policy about sustainable transport,
- Interreg Europe: with the priority on low-carbon economy.

[You can read more about the findings of the conference here!](#)







# News from the partners

## New bike sharing system in Igoumenitsa

Two new automated Bike Sharing stations are now available in Igoumenitsa (Epirus Region). The Bike Sharing Stations were installed by the Regional Unit of Thesprotia in the context of the European project “ADRI MOB” (Sustainable coast MOBility in the ADRIatic area) which is being implemented under the programme IPA ADRIATIC 2007-2013. The basic objective of the project is to upgrade transportation services through coordinated efforts towards the improvement of maritime and inland transportation as well as through the provision of information to visitors of each participating area in order to effectively serve the user - visitor and better interconnect the areas among them.

In the context of the pilot project activities, Regional Unit of Thesprotia established two new automatic



Bike Sharing Stations of 8 slots each. The bike sharing system in Igoumenitsa is a modern bicycle rental system which aims at familiarizing citizens and visitors with the use of bicycle as a great alternative means of transportation. The system allows the access to a bike in an automated way by calculating the actual time of the use. It can accommodate people who are subscribers and make use of the special electronic card Easybike. The new system is oriented so as to interconnect areas with the main transportation system and the central spots of interest in Igoumenitsa.

The use of the system is provided by the Regional Unit of Thesprotia without any charge.

## New “Transport On demand” services in Epirus Region

Region of Epirus is going to establish new “transport on demand” services for the rural and dispersed areas of the Region. In the context of the project MOG, Region of Epirus along with the regional transport operator “KTEL S.A.” cooperated with SODEBUR (Society for the Development of the Province of Burgos) in order to adopt and learn how to implement successful “transport on demand”





services in the regional public transportation system. Since these kind of innovative services are being successfully implemented for many years by the Province of Burgos (Spain), Region of Epirus had the chance to learn about this practice and how to organize demand responsive services in its territory in order to improve both the quality of the services provided as well as the financial and environmental impact of bus lines that serve dispersed and remote areas.

After a fruitful exchange of know-how process, the Region of Epirus is now ready to provide a new service to territories that remain insufficiently services or even totally unserved by the public transportation system so far. To this end, a special 5 -digit telephone number and a Call Center which will act as a Management Center for passenger's requests has been established at KTEL S.A. with the intention to start a 6 month pilot implementation of the new services within regional unit of Ioannina. It is expected that the new services will be available

for passengers within November 2014.

Region of Epirus in direct synergy and cooperation with KTEL S.A. will implement and operate new, flexible, "on-demand" services during a six-month pilot period. The Management Center along with the special telephone number is funded by the Region and will be operated by KTEL S.A. The residents of areas that have been defined as dispersed and remote will be able to call the special number every day from 07:00 to 15:00 in order to make their transport requests for the next or later day. The requests will be registered and processed accordingly and they will be satisfied by modifying the route of existing bus lines. The new service will not cost any extra charges for the passengers.

This pilot operation of the new service is a great challenge for the Region, since it will "guide" the systematic expansion and consolidation of flexible on demand services within the whole Region of Epirus at a next stage.

### Euromontana presented MOG during Open Days

**Gordon Keymer**, the Committee of the Regions' spokesperson on transport in remote areas, organised a session on "Mobility for challenged regions", at the Committee of the Regions (CoR), on 7<sup>th</sup> October 2014, during the Open Days. 140 participants came to learn more about the CoR Opinion on how to increase mobility in challenged regions i.e in mountains, islands, remote and outermost regions.

The European Commission was invited to present the existing initiative on urban mobility and encouraged the participants to do some lobbying in order to give to rural mobility the same visibility as urban mobility at EU level.

From the civil society, Marie Clotteau, from Euromontana, was invited to present the situation in mountain areas. Several good practices already exist in mountains, as seen in our **Move on Green (MOG) project**, but they have to be adapted and transferred to further increase sustainable mobility in mountain areas. In addition, the European Commission should publish a green paper on rural mobility and adapt the EU funding schemes for transport to the specificities of rural mobility. This is one of the key recommendations of Move on Green project in order to achieve to develop sustainable mobility for all in mountain areas.





## New General Transport Strategy Burgenland

Burgenland presented the „New General Transport Strategy” which emphasizes the importance of the micro public transport. experience gained during the last years, the region is aiming at strengthening its role as a forerunner in the development and implementation of these micro-public transport systems. Increasing the usability of bicycles everyday usage is another important puzzle stone to provide local people with adequate mobility offers.”

“Demand driven mobility offers (like call-a-bus systems) act as an important component for securing mobility on the local level. Based on the

## MOG Project Partners

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

### Region of Epirus—PP4

Epirus Region is located at the Northwest part of Greece. It occupies a total area of 9,200 km<sup>2</sup> and its population is 323.599 inhabitants, according to 2011 population census. On the West the Region ends in the Ionian Sea, while on the East it borders with the Regions of Macedonia and Thessaly. On the North it borders with Albania. As a consequence of the above mentioned features, transportation conditions are difficult. There are some rural areas with small villages, which are hard to be reached by any mean of public transportation. Moreover, it should be mentioned that the Epirus Region is the poorest one in Greece and one of the poorest in the EU, which means that the available income for the necessary mobility needs cannot be very high.



In its greater part the morphology of the Region is highly mountainous (74,2%), while the only low-land or semi-mountainous areas can be found at the Regional Units of Preveza and Arta as well as at the valleys of the rivers Aheron and Kalamas. The Mountain Range of Pindos is a natural obstacle, which separates and simultaneously isolates the Region from the rest part of the Greek mainland. However, during the last years many infrastructure works, have contributed significantly to the improvement of the regional and interregional transportation.

<http://www.php.gov.gr/>

### Podkarpackie Region—PP12

Region is located in the South-Eastern extremity of Poland and shares borders with Ukraine and Slovakia. Being a borderland area in the past it was inhabited by various ethnic groups and national minorities. The valuable historic places, the beautiful landscapes and the wildlife still not affected by the civilisation are among the reasons why Podkarpackie is one of the most attractive regions of Poland. Poland has not a legal framework for regional public transport systems. Only the rail services were







entrusted to the local government by the legislator. The result is that the transportation services are provided by many different carriers. In practice, only authorities of the cities where municipal collective communication is used, develop plans, designs and implement projects for the provision of more efficient and modern operation of public transportation.

<http://www.podkarpackie.pl/>



## Find MOG on Social Networks

[www.facebook.com/MoveOnGreen](http://www.facebook.com/MoveOnGreen)

<https://twitter.com/MoveOnGreen1>

or visit the project website: [www.moveongreen.eu](http://www.moveongreen.eu)

## Imprint— MOG—MOVE ON GREEN

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## MOG partners

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|----------------------------------|---|--|
| 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               |   |  |



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