



Move on Green

Newsletter No.1
July 2012



Move on Green on the way!

The project Move on Green was launched during a kick-off meeting which took place at the end of March 2012.

MOG is an INTERREG IV C project which group together 13 European partners to work on sustainable mobility. **The MOG project's aim is to support decision makers of mountain and rural areas on sustainable and efficient transport planning.** Exchange of experiences are organised among the partners to study the solutions implemented in the partner regions, with the objective of adapting those solutions to implement them in other regions. A specific emphasis will be brought to the long-term social, environmental, and economical aspects during the project implementation.

The project started in January 2012. It will last 3 years to finish in December 2014.

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What is an INTERREG IV C project?

The overall objective of the INTERREG IVC Programme is to **improve the effectiveness of regional policies and instruments.** A project builds on the exchange of experiences among partners who are ideally responsible for the development of their local and regional policies.

For more information, see the programme website: www.interreg4c.eu/.



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Launch of MOG in Teruel on 28-30 March 2012

Representatives from the 13 partners of MOG have come for 2,5 days to Teruel, in Spain, to **meet for the first time during the kick-off meeting of the project**. They were **hosted by the lead partner, the Province of Teruel, in Spain**. In addition to the presentations of the partners and of the discussions on the organisation of the project, the partners made a study tour to visit the MotorLand

complex in Alcaniz. The partners also benefited from the input of Professor P. Rubio Terrado who exposed the importance of the sustainable mobility for the development of less populated areas.

The project has been started on January 2012 and the 36 month long period is going to finish on December 2014.

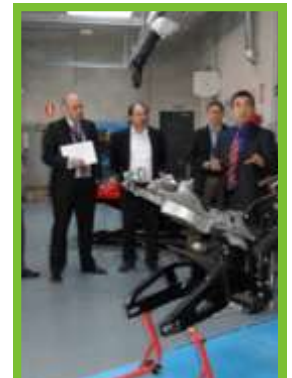
Study visit to MotorLand

On the first day of the meeting, the representatives of the regions participating in the MOG project had a **visit to the Technology Park TechnoPark MotorLand, located in Alcañiz, in the Province of Teruel**. The partners have been introduced to the facilities, the technology center 2WTC Moto Foundation Engineering Foundation and the racetrack MotorLand Aragon.

The **TechnoPark is a center of innovation in the motor industry** regionally, nationally and internationally. Among its purposes is to attract technology centers, research laboratories, high tech companies, suppliers and sports teams, and create and promote awareness and training, strengthening the relations between universities, public and private institutions and world of sports. TechnoPark occupies an area of 21 hectares within the complex of MotorLand Aragon and is a partner of both the Association of Science and Technology of Spain (APTE) and the Automotive Cluster of Aragon (CAAR) and aeronautical (AERA).

5 buildings are already fully occupied in the park by I3A Zaragoza center, 2WTC Moto Engineering Foundation by nest for enterprises of ships and various works. **Several of**

the development and products realised in the Park are getting significant results as this was proven during a recent race when the motorcycle enduro TechnoPark developed by the company J-Gas, won a victory in its debut in competition at the X-Race MotorLand.



Visit to MotorLand

The importance of this site was stressed to the visitors: **the complex brings dynamism, from the field of research and development, to a region so far linked to the primary sector**: more than 65 people are employed by the companies in TechnoPark MotorLand. According to the partners of MOG, the MotorLand Technology Park, next to the racetrack, represent a "clear commitment to diversifying the industrial and economic future of the province of Teruel." The Park is considered as a great **opportunity to generate new business and therefore jobs** in the rural region of Teruel.

Why sustainable transport for people must be a priority target to stop rural depopulation?

In order to enrich the MOG approach on sustainable transport, the Province of Teruel has invited the **Professor Pascual Rubio Terrado** from the University of Zaragoza. He explained very clearly the **necessity of the sustainable mobility to maintain living territories**. The main points of his approaches are summarized in this article.

Transport systems have a strong impact on territories, from economical, social and environmental point of views. In rural areas, the distant access to services has led to increase the use individual transport means and to decrease the demand for public transport. However, **some population categories (e.g. elderly people, young people...)** are very dependant to public transport because of their lack of possibility to use individual transports. The absence or insufficient offer of pub-

lic transports results in a decline of the quality of life for those categories. Additionally, the **impact on the environment** caused by individual motorised transport is also significant.

The offer of public transport is part of the factors explaining the attractiveness of a territory. The concept of local competitiveness can be used and ex-



"The offer of public transport is part of the factors explaining the attractiveness of a territory"

Pr. Rubio Terrado



plains why newcomers choose to settle in some territories more than in others. A vicious circle could therefore start: as there are fewer offers of public transport and services, less people will settle, decreasing the economic vitality of the territory and reducing again its capacity to offer services. This is why it is necessary to propose public transports on a territory, as one of the factor to maintain and develop the territory. This will feed other processes as well, such as reducing fossil fuel consumption and emission of gaseous pollutants and greenhouse gases. Additionally, **territorial cohesion** will be enhanced, and the **increased local competitiveness is a disincentive to contribute to the depopulation and a positive factor for rural territorial development.**

In the framework of MOG, in order for each region to develop adapted transport systems, **several steps must be followed:**

- Identification of **common spatial and comparable indicators** for the regions involved in this project;
- Make a rigorous **environmental and socio-economic analysis** of the territory;

- Evaluate **transportation and infrastructures available**;
- Study the **internal and external accessibility**;
- Assess prospectively the **demand for transport**, considering the different types and possible flows and according to various scenarios;
- Design **comparable evaluation indicators "ex post"**.

Addressing the above steps allows **designing a service offer that will address issues such as:**

- Planning **networks and their relationship with the environment**;
- **Zoning the service** to provide;
- Designing **systems and security priority**;
- And determine, rigorously, the **costs of implementation and future maintenance**, to ensure the social, economic and environmental future of it.

Profesor Pascual Rubio Terrado is a researcher at the department of Geography and Regional Planning at the Faculty of Social and Human Sciences of Teruel (University of Zaragoza). His main work focuses on the organisation of the territory of Teruel, on natural resources as development factor and on the development of low population density areas.

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The **complete summary of the presentation of Pr. Rubio Terrado is available** on facebook:

<http://www.facebook.com/notes/move-on-green/why-sustainable-transport-for-people-must-be-a-priority-target-to-stop-rural-dep/179084552224057>.

The Project Partners

13 partners are involved in the MOG project. In every newsletter, we will introduce two of them. In this first issue

are presented the Provincial Government of Teruel and the Central Transdanubian Regional Innovation Agency.

The Provincial Government of Teruel (PGT), Spain

The PGT is the **lead partner** of Move on Green.

Characteristic of the Province of Teruel

A territory with sparse population

144 607 inhabitants live in the Province of Teruel (sensus of 2011), and 24% of them live in the main city, Teruel. The population density is very low: only 9.74 inhab/km² (total area: 14.803 km², 31% of the region of Aragon). There are 236 villages in the province and 50% of them have less than 200 inhabitants. The population is ageing with more man than woman in the rural area.

A good geographical situation

The province of Teruel benefits from good connection with Valencia and Zaragoza, by train and highway. Teruel is located at 140 km from the first one and 185 km from the second one. The province constitutes a logistic platform in the industrial area.





What the PGT brings to MOG

- Experiences in investigation on energy efficiency: University of Zaragoza, CIRCE (landmark for research on electric vehicles; currently coordinates the International Energy Agency's quickcharge electric vehicle group),
- Technopark of Motorland Aragon – see the article on the study visit
- Good practice of management of a **service of remote care for elderly people** with a Call Center
- Map of the **multiple services of transport**

- Experiences of **shared use of transport means** (for example the school transport).

What the PGT wants MOG to bring

- Studies and analysis of demand of travel and efficiency of current solutions used to reply to these demands.
- Systems using technologies of information and communication with massive treatment of information, such as Call Center
- Supplying networks of not pollutant fuels or fewer pollutants for cleaner vehicles.



Provincial Government de Teruel

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Central Transdanubian Regional Innovation Agency - KDRIU



The Central Transdanubian Region

1 103 132 people live in Central Transdanubian Region which has a population density of 98 people/km². The region has the second highest Gross Domestic Product and added-value in industry in Hungary, but unemployment is a very serious problem.

- International project development
- Innovative project evaluation, impact assessment
- Innovation promotion

KDRIU's expectations from MOG

Currently, the Central Transdanubian Region has no coherent strategy for sustainable mobility. KDRIU expects that Move on Green will bring good and adaptable practices and a valuable input for territorial and sectoral policies. The project should also lead to more opportunities for local initiative to get known and to cooperate in international environment.

Through MOG, KDRIU will also get knowledge and expertise on sustainable transport initiatives. The aim is then to share and develop local initiatives on the related issues.

„The KDRIU has wide range of experiences on the issues related to MOG.”

What is KDRIU?

The agency was established by six public and semi-public partners of the region. The main activities of the agency are:

- Enhancement of innovative, high-growth potential SMEs by value-added services
- Development of technology transfer networks
- R&D&I project development and project management

Central Transdanubian Regional Innovation Agency Nonprofit Ltd. (KDRIU)

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The Shetland Islands: place of the next MOG meeting



The next meeting of Move on Green will take place from 28 to 30 August 2012. The Council of the Shetlands Islands will host this meeting in the most northern Council area of the United Kingdom. The territory counts more than 100 islands, with 15 of them inhabited by a total population of about 22 thousand people.

In order to communicate between the islands and with the mainland, the inhabitants use different transport ways (bus, boat, plain, bike, etc.) The MOG partners will have the possibility to study in further

details the solutions adopted by the Shetlanders during a study tour that will be organised.

The schedule of the meeting is the following:

- Tuesday 28th : study visit
- Wednesday 29th: conference with partners
- Thursday 30th : Steering Group meeting and another study visit

The visits and debates of this next meeting will be detailed in the next issue of the MOG newsletter.



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www.moveongreen.eu—www.facebook.com/MoveOnGreen

MOG partners

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



Improving
sustainable transport
in rural and mountain areas

