



CPMR INTERMEDITERRANEAN
COMMISSION

CPMR Intermediterranean Commission GA
6-7 July 2017, Napoli

CiViTAS

Cleaner and better transport in cities

DESTINATIONS

ELBA • LAS PALMAS • LIMASSOL • MADEIRA • MALTA • RETHYMNO

SUSTAINABLE MOBILITY AS A KEY FACTOR IN GREEN TOURISM

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THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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THE CHALLENGE

Tourism and mobility two rising markets and new trends

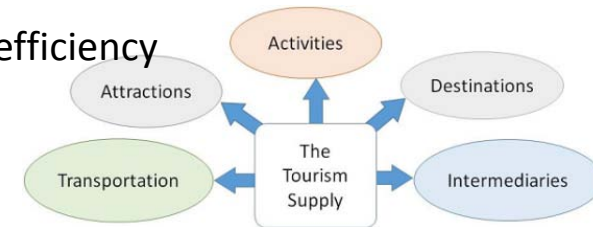
- Rising Tourism → increasing mobility needs
- Need to make this trend sustainable in the long run.
- More efforts to increase the sustainability of transport at local level.
- High dependence on private car and individual mobility options make tourism destinations less attractive
- New trends, growth of ITC solutions & apps, shared mobility options/ mobility resources, attractive Public Transport options
- White book EC (2011) – Exclusively EV in European urban centers by 2050



THE CHALLENGES

Tourism value chain: transport accessibilities and touristic options strictly linked

- Before, During , After. Mobility options are strictly linked to touristic options and vice versa
- Better mobility information, better mobility option to increase efficiency and cost effectiveness at urban level



Local measures for global problems

In touristic destinations the tourism industry doesn't understand mobility issues and vice versa **Preferably all hosts should work towards the same goal: tourist satisfaction within a framework of sustainability**

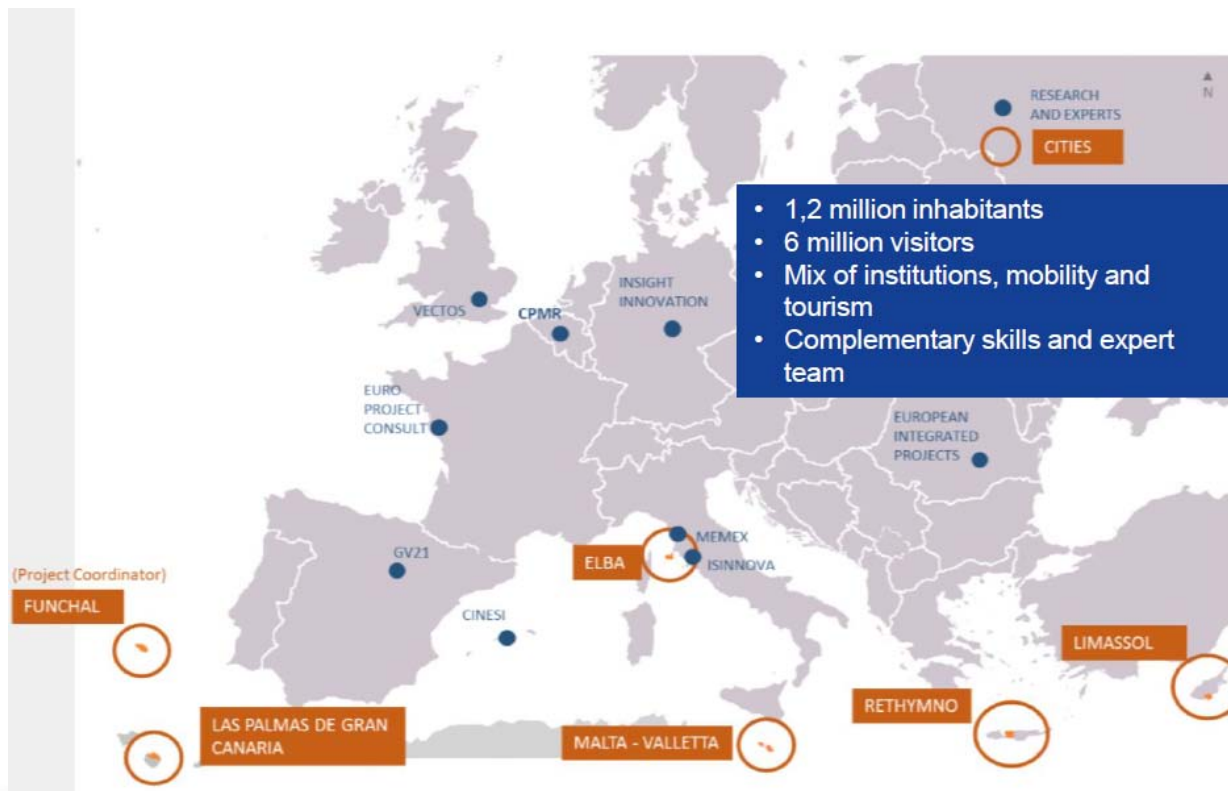
Which future for mobility and tourism?

- Brave and well conceived sustainable urban mobility plans (SUMP)
- Emergent new mobility modes/electromobility
- Framework of cooperation between transport & tourism stakeholders
- Integrated, innovative and accessible Public Transport
- Need for a clear regulatory framework
- More & better ITC in transport services
- Excellence as a strong incentive for the “hosting culture”
- More livable cities/fewer cars/more alternative transport mo
- Common stakeholder strategy based on results
- Common, clear and integrated communication plans



THE PROJECT

- **CIVITAS DESTINATIONS** will implement a set of mutually reinforcing innovative mobility solutions in **six touristic urban/regional sites**
- The project gathers **29 partners from 12 European countries, plus China**
- **82 local measures in 6 action fields** such Urban Mobility Plans, Public transport...
- From 1st September 2016 to 31st August 2020 (**48 months duration**)
- Total budget of 19.9 M€ of which **17.8 M€ in EC Contribution**



OBJECTIVES

DESTINATIONS aims to **demonstrate and evaluate integrated packages of measures** for enhancing **sustainable mobility** in small and medium **cities facing a high touristic demand**.

- **Change the mind-sets** of all stakeholders involved in managing the “mobility for growth” challenge.
- **Demonstrate** a set of complementary mobility solutions combining newly emerging technologies, policy-based and soft measures with a strong replication potential.
- **Deliver** sustainable mobility strategies at tourist destinations as well as in the countries of origin.



INNOVATIVE FEATURES

We have a holistic view of transport, based on the assumption that we need to take action in several sectors: in environmental policies, urban planning, in logistics, in healthcare and in many other similar areas.

Below some of the most breakthrough benefits the project will bring:

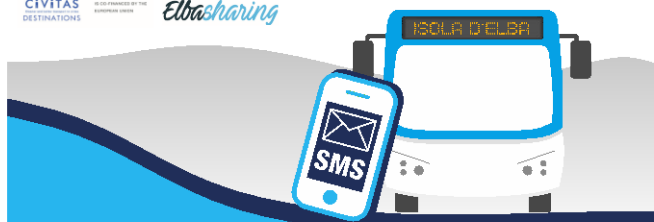
- **Overarching approach to urban and regional problems, including a supra-municipal perspective;**
- Development of mobility solutions serving both **residents' and tourists'** needs;
- **Innovative ITC technologies**
- **Economy-sharing driven;**
- Development of business models to guarantee lasting impacts of the tools and measures;
- **A target group representing over 30 European cities and 150 CPMR regions that are invited to follow the project;**
- Links to China, the most promising outbound touristic market of the future, to strength international cooperation;
- **New formats for assembling stakeholders**



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2020 CIVITAS DESTINATIONS
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“CIVITAS DESTINATIONS”是一个由欧盟出...
目的在于以天堂六岛作为旅游目的地，来展示...
流动的解决方案的有效性。在这里旅游业在地...
该项目旨在通过这种欧洲旅游来促进经济的可...
及创造就业；同时为游客和居民提供健康和可...
的环境。



REPLICATION– ONE OF THE CORNESTONES OF THE PROJECT

- **CIVITAS DESTINATIONS** has a strong dissemination and replication mandate
- The CPMR has over 150 peripheral & maritime regions
- The Atlantic Arc Commission has 16 member regions and the Welsh Government
- Our objective is to maximise the spread of the positive outcomes of the project through dissemination of results and **replication** of actions, tools and measures
- In September 2017 DESTINATIONS will launch a **platform of followers** with the view to share the project's achievements with supporting cities and CPMR regions.
- **The platform:**
 - Will present all project results and innovative tools and measures and will assess
 - *i)* Economic impacts;
 - *ii)* Energy impacts;
 - *iii)* Environmental impacts;
 - *iv)* Societal impacts;
 - *v)* Transport impacts.
 - Will have an extensive library of documents, studies and good practice examples linking sustainable mobility & green tourism
 - Will maintain a **live chat room** where following cities and regions can interact with each other and the project partners
- Invitations to CPMR regions will be sent out in September – October 2017
- **A small budget has been foreseen to support the take-up of the innovative tools and measures of the project by up to three CPMR regions**



Thank you

Contact

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