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CiViTAS

Cleaner and better transport in cities

DESTINATIONS

SIX ISLANDS IMPLEMENT
MEASURES FOR BETTER
SUSTAINABLE MOBILITY FOR
TOURISTS & CITIZENS ALIKE



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FUNCHAL

The tourism sector is one of the main engines of Madeira's economy, representing about 25 to 30% of regional PIB. The tourism activity proves to be an extraordinary source of external revenue and boost several sectors of activity, since it contributes to the employability and socio-economic dynamism at local and regional level. The project creates an integrated mobility system for both the local population and the tourists, with the aim of improving the quality of life, urban accessibility, reducing emissions and energy consumption as well as improving cost-effectiveness of transport services. The measures implemented will be an important driver for the implementation of efficient cutting edge transport projects.

VALLETTA

Every year, Malta sees an average of 1.6 million tourists. 90% of these visit Valletta during their stay, creating severe demand on road transport infrastructure on all approach roads leading to the Capital. The project tests and develops intelligent sustainable transport solutions aiming to improve quality of life, urban accessibility, to reduce emissions and energy consumption and to improve cost effectiveness and integration of transport services. Measures tested within this project will be taken on as valuable experience to be built on and adopted on a national level post-project. All measures to be piloted will be monitored and assessed in view of their eventual inclusion in the SUMP to be compiled as part of this project.

LIMASSOL

Every year, Cyprus sees an average of 2.5 million tourists. 13% of these stay in Limassol and a higher percentage visits on day tours, creating severe demand on road transport infrastructure, especially in the popular sights area. With the tourism sector growing rapidly (approaching 3 million arrivals in 2016) and the transport needs increasing accordingly, the project aims to build an integrated approach to address mobility and tourism. Intelligent sustainable transport solutions are created in order to provide more mobility options, improve quality of life, urban accessibility, reduce emissions and energy consumption, increase safety and improve cost effectiveness and integration of transport services. All measures to be implemented will be monitored and assessed in view of their eventual inclusion in the Sustainable Mobility Plan to be compiled as part of the project.

ELBA

Elba is a "green" island within the "blue" of the Tuscan Archipelago (Italy). The Island is a famous international tourist destination thanks to its variety of beaches and cliffs, mountains and villages, culture and local foods. The local "Elba Sharing" project builds up an innovative approach to address mobility and tourism, integrating shared mobility services with local Public Transport. It is expected to improve the overall island accessibility in order to reduce the use of private cars by tourists as well as local residents. Moreover, it promotes a culture of eco-sustainable and safe mobility with specific measures devoted to pedestrians and cyclists.



LAS PALMAS DE GRAN CANARIA

Las Palmas de Gran Canaria has already developed a Sustainable Mobility Plan without distinguishing between citizens and visitors. In the framework of the DESTINATIONS project, mobility strategies will be developed & carried out in order to encourage the use of alternative sustainable modes of transport for tourists and citizens.

The project builds up an integrated approach to address mobility and tourism. A mobility office will monitor and evaluate the implementation of the current SUMP, update mobility patterns information and carry out mobility studies. One of the most ambitious projects in Las Palmas de Gran Canaria is the Bus Rapid Transit system, which trade name is MetroGuagua, and some of the measures of CIVITAS DESTINATIONS will help develop it.



RETHYMNO

Crete welcomes 5 million tourists every year. Rethymno, the third largest municipality of the island with 63.000 habitants, accommodates more than 500.000 visitors. Due to its archaeological importance, spectacular beaches, traditional villages, cultural events and famous gastronomy, more than 1.5 million visit the city annually on day tours and cruises.

Therefore, the municipality needs to build up an integrated approach to face the rising challenges of both growing sectors – mobility and tourism - by introducing sustainable, affordable and reliable mobility solutions. Rethymno will demonstrate complementary mobility solutions combining emerging technologies, policy based and soft measures with a strong replication potential aiming to improve the city's image to citizens and tourists alike.

Residents, tourists and key public and private stakeholders will be engaged in the decision making and implementation of the measures to further encourage behavioural change.

Rethymno will serve as a lighthouse example to other Greek cities as best practice for sustainable mobility solutions and clean vehicles.



LAS PALMAS SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan observatory
Attractive, safe and accessible public spaces
Public e-bike system
Fast charging E-vehicles stations
D4 Service: The Smart Distribution System
Integration of Urban Freight Solutions into the SUMP
Green Credits Scheme
Introduction of the Bus Rapid Transit (BRT)
Hybrid buses in the urban bus fleet
Real time mobility and tourism information services
Integrated payment solutions for mobility and tourism

ELBA SUSTAINABLE MOBILITY MEASURES

Common Elba Sustainable Mobility Plan for residents and tourists
Sustainable and safe accessible bike and pedestrian route design
"SHARED ELBA MOBILITY" Agency
Car/scooter/bike/boat (CSBB) sharing & Ride Sharing Platform
EV charging infrastructure at tourist interest points
Development of Sustainable Logistics Plan
Tourism and mobility: the accommodation and mobility package
Improved public transport services for tourists on Elba
New payment systems for Public Transport
Mobile App for real time transport information

FUNCHAL SUSTAINABLE MOBILITY MEASURES

Smart metering/sensing to improve mobility services
Innovative solutions for safe and secure public spaces
School and students awareness campaign package
Uptake of clean vehicles by fleet operators
Clean urban freight logistics at tourist destinations
Green credits: A business model for mobility, sustainability and tourism
Mobility management tools for tourists and tourism operators
Low emission zones and smart parking management
Electrical vehicles and clean fuels for transport
Smart PT traveller information service and attractive PT
Public transport smart multi-task ticketing system

RETHYMNO SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan Integrating Tourist Mobility
Smart systems for urban planners, PT operators and users
Active, healthy mobility for all and "Car-free" life Ambassadors
Promote systems and services for the physically impaired
Mobility plans for schools and university communities
Uptake of electric vehicles by fleet operators & for Public Transport
Building a sharing mobility culture - Sharing mobility campaign
Sustainable freight logistics plan
Cooperative Mobility business model-UCO to biodiesel chain
Sustainable Mobility agency for tourists and visitors
Low Emission Zones study
Improved PT for tourists and citizens

LIMASSOL SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan for Limassol
Smart Parking Guidance System
Accessibility for disabled persons & safe routes to school
Attractive Public Spaces to Promote Intermodal Leisure trips
Electric car sharing connecting Limassol airports with the port
Expansion of the public bike sharing system, including e-bikes
Promote the uptake of electric vehicles. Campaign on e-mobility
Limassol city centre Urban Freight Logistic Action Plan
Green Label Award and Tourist Mobility Card
Electric bus hop on - hop off service in the old town
Mobility App for smart phones for real time information

VALLETTA SUSTAINABLE MOBILITY MEASURES

Sustainable Mobility Plan for Valletta
Sustainable Urban Mobility Plan Award
Promoting e-bike sharing and car sharing
Last Mile delivery of goods
Green Mobility Hotel Award
Curbing High Polluting vehicles from the road
Promoting sustainable mobility among tourists
Smart parking management system for Valletta
Further integrate ferries into the Public Transport network

DESTINATIONS

DESTINATIONS is a four-year Innovative Actions project funded by the EU's Horizon 2020 Programme. Its main aim is the integration of sustainable tourism and mobility strategies through the development of a series of innovative solutions in six European insular cities that experience significant influx of tourists that puts great pressures in the transport systems of the islands.

OBJECTIVES

- Improve overall urban accessibility;
- Reduce emissions/increase air quality;
- Reduce energy consumption;
- Enhance social cohesion;
- Improve cost effectiveness and integration of transport and mobility services.

INNOVATIVE FEATURES

- Overarching approach to urban and regional problems;
- Development of mobility solutions serving both residents and tourists needs;
- Economy-sharing driven;
- Business models to guarantee lasting impacts of the measures;
- Working group representing over 150 regions following the project as observers;
- Link to China, the most promising touristic market of the future, to strengthen international cooperation;
- New formats for assembling stakeholders;
- Help island cities to cope with new touristic trends and adapt their mobility systems accordingly;
- Information and technologies upscaling.



THE PROCESS

Six insular cities will apply a set of uniform methodologies in order to develop and implement sustainable mobility measures and actions with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation of all major stakeholders.

THE IMPACT

Economic: job creation and contribution to local economic development

Social: raise the quality of life to reduce the risks of poverty and exclusion

Environmental: reduce greenhouse gas emissions, increase the use of renewable energy sources and energy efficiency while protecting natural habitats.

PROJECT COORDINATOR

Horários do Funchal, SA
Funchal, Madeira, Portugal
Tel: (+351) 291705555
claudiomantero@horariosdofunchal.pt

PROJECT MANAGER

Marie Launay, Euro Project Consult
22, rue Racine F-44000 Nantes – France
Tel: (+33) (0)2 40 35 00 72
marie.launay@europrojectconsult.eu

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