Interreg ADRION ADRIATIC-IONIAN
EUROPEAN UNION
European Regional Development Fund - Instrument for Pre-Accession II Fund

2nd ADRION ANNUAL EVENT

Building Bridges of Cooperation in the Adriatic and Ionian Region

UPCOMING ADRION CALLS FOR PROPOSALS: WHAT IS IT ALL ABOUT? TOPIC ON CITY TRANSPORT *(PRIORITY AXIS 3)*

Pierluigi Coppola

EUSAIR Pillar 2 Coordinator

6 May 2019, Budva (Montenegro)

OUTLINE

- **Background**
  - ❑ Drivers of change of transport
  - ❑ Future mobility solutions

- **ADRION 2nd call (Axis 3): topic 2 on city mobility**
  - ❑ Overall goal and focuses
  - ❑ Structure of the project proposal
  - ❑ Expected outcomes

DRIVERS OF CHANGE

TRANSPORT EXTERNALITIES

CULTURAL AND SOCIO-ECONOMIC GLOBAL TRENDS

USER PREFERENCES AND TRAVEL BEHAVIOURS

INNOVATIVE TECHNOLOGIES

DRIVERS OF CHANGE

TRANSPORT EXTERNALITIES

- Traffic congestion
- Road safety
- Air quality (PM10, PM2.5, NO_2, O_3, C_6H_6)
- Climate-altering gases (CO_2, N_2O, CH_4, HFC, PFC, SF_6)

European Commission (2007). Green Paper: Towards a new culture for urban mobility. COM (2007) 551

- TRAFFIC CONGESTION: every year nearly 100 billion euros, or 1% of the EU's GDP, are lost to the European economy as a result of the congestion
- ROAD SAFETY: one in three fatal accidents now happen in urban areas, and it is the most vulnerable people, namely pedestrians and cyclists, who are the main victims
- AIR QUALITY AND GREENHOUSE GAS EMISSIONS: urban traffic is responsible for 40% of CO2 emissions and 70% of emissions of other pollutants arising from road transport

DRIVERS OF CHANGE

INDIVIDUAL OWNERSHIP

COLLABORATIVE CONSUMPTION

CULTURAL AND SOCIO-ECONOMIC GLOBAL TRENDS

- Demographic growth
- Urbanisation
- Population ageing
- Sharing economy
- Digital-oriented lifestyle

United Nations (2018). World Urbanization Prospects: The 2018 Revision. Key Facts

- DEMOGRAPHIC GROWTH: an overall increase in the world population is expected in the coming years. However, this phenomenon follows very different trends from region to region (actually Europe will suffer a slight decline in population)
- URBANISATION: at present 55% of the World's population lives in urban areas; in 1950 the share was at 30% and today's predictions estimate an increase up to 68% by 2050
- POPULATION AGEING: in 2050 the global population aged 60 years or over will be twice as much as today's (in absolute terms)

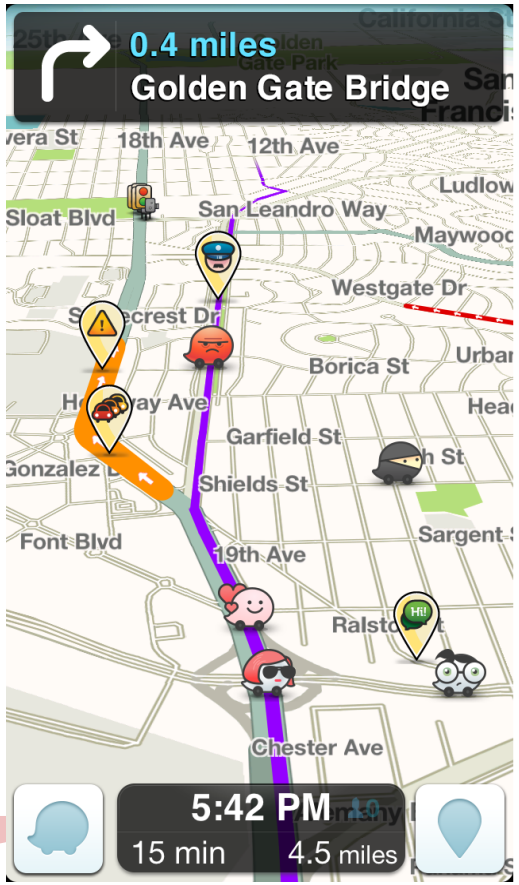
DRIVERS OF CHANGE

Sharing travel experiences

e.g.

BlaBlaCar

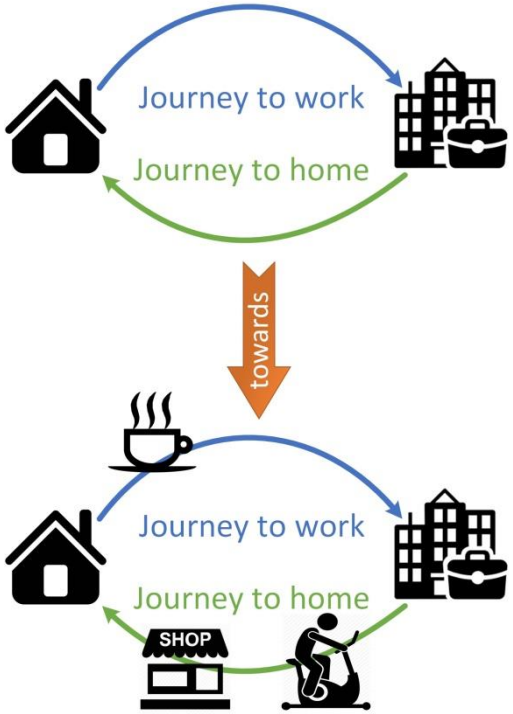
waze



USER PREFERENCES AND TRAVEL BEHAVIOUR

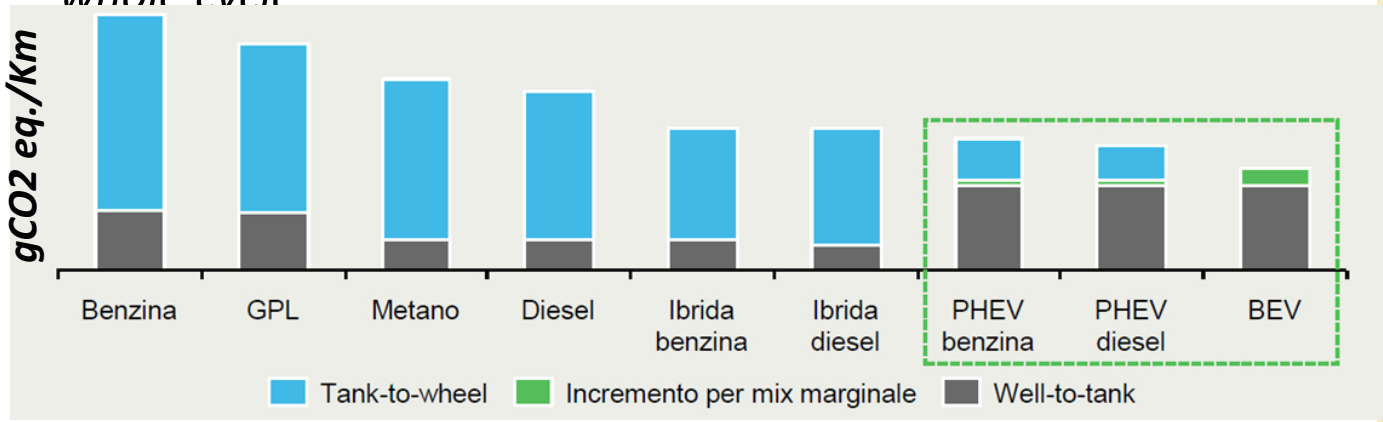
- Increasing travel demand and new trip-chain patterns
- Service Customisation
  - Door-to-door
  - On-Demand
- Multimodal trips
- Shared mobility

from the home-to-work to more complex trip chains



DRIVERS OF CHANGE

- *Electro-mobility is seen as a key component of the agenda for sustainable mobility*
- *By 2050, Internal Combustion Engine Vehicles (ICEVs) are expected to be banned from cities, giving way to Electric Vehicles (EVs), i.e.* ***Plug-in Hybrid Electric Vehicles*** *(PHEVs) and* ***Battery Electric Vehicles*** *(BEVs)*
- *The use of* ***renewable energy sources*** *in the electricity production mix is important towards decarbonisation of the whole cycle*



INNOVATIVE TECHNOLOGIES

- Electrification
- Connectivity
- Automation
- Digital Infrastructure (e.g. Smart road)

DRIVERS OF CHANGE

Connected Vehicles (CVs) : vehicles equipped with advanced communication technologies that allow the exchange of information between the various elements of the transportation system

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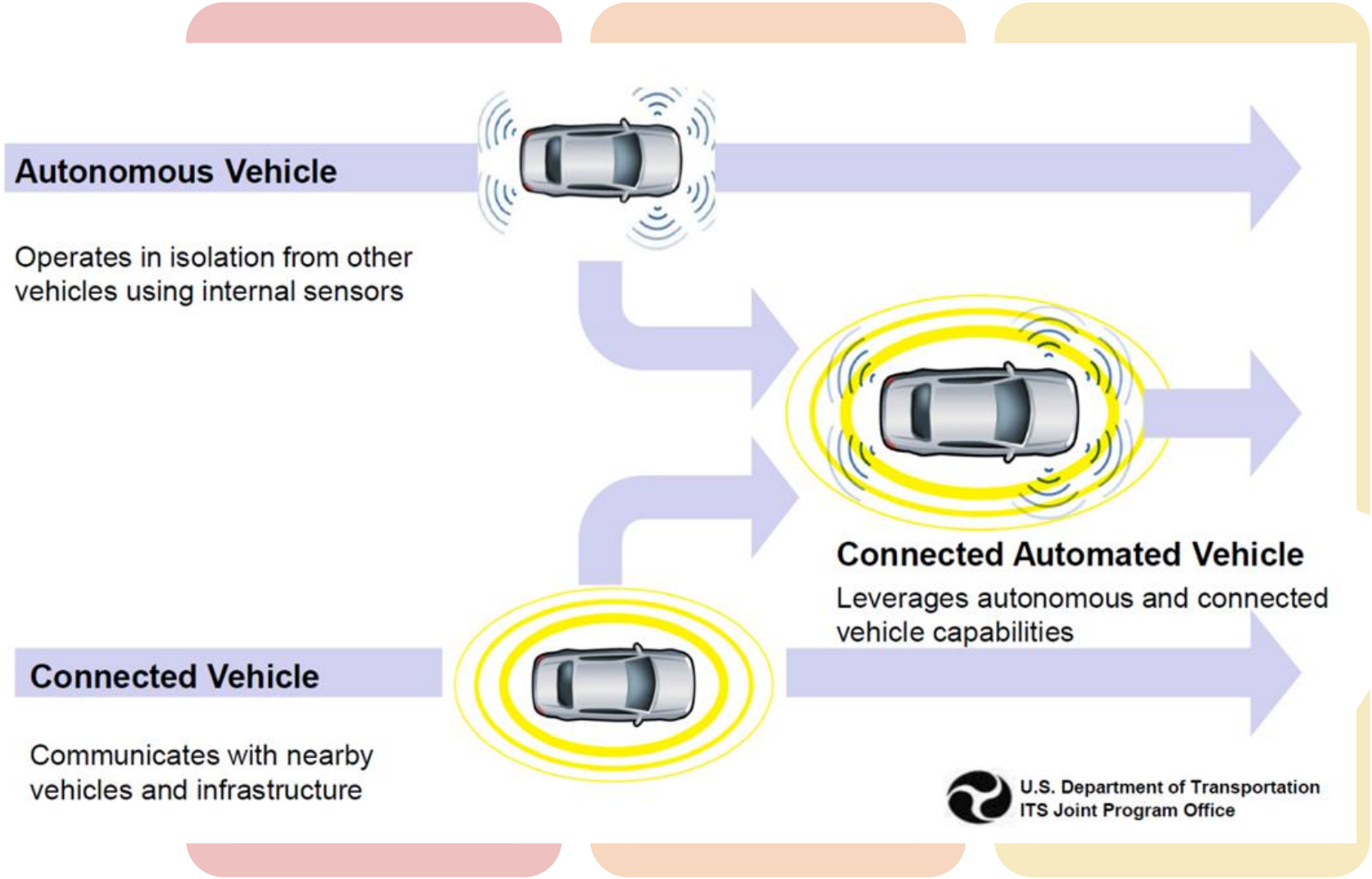
DRIVERS OF CHANGE



INNOVATIVE TECHNOLOGIES

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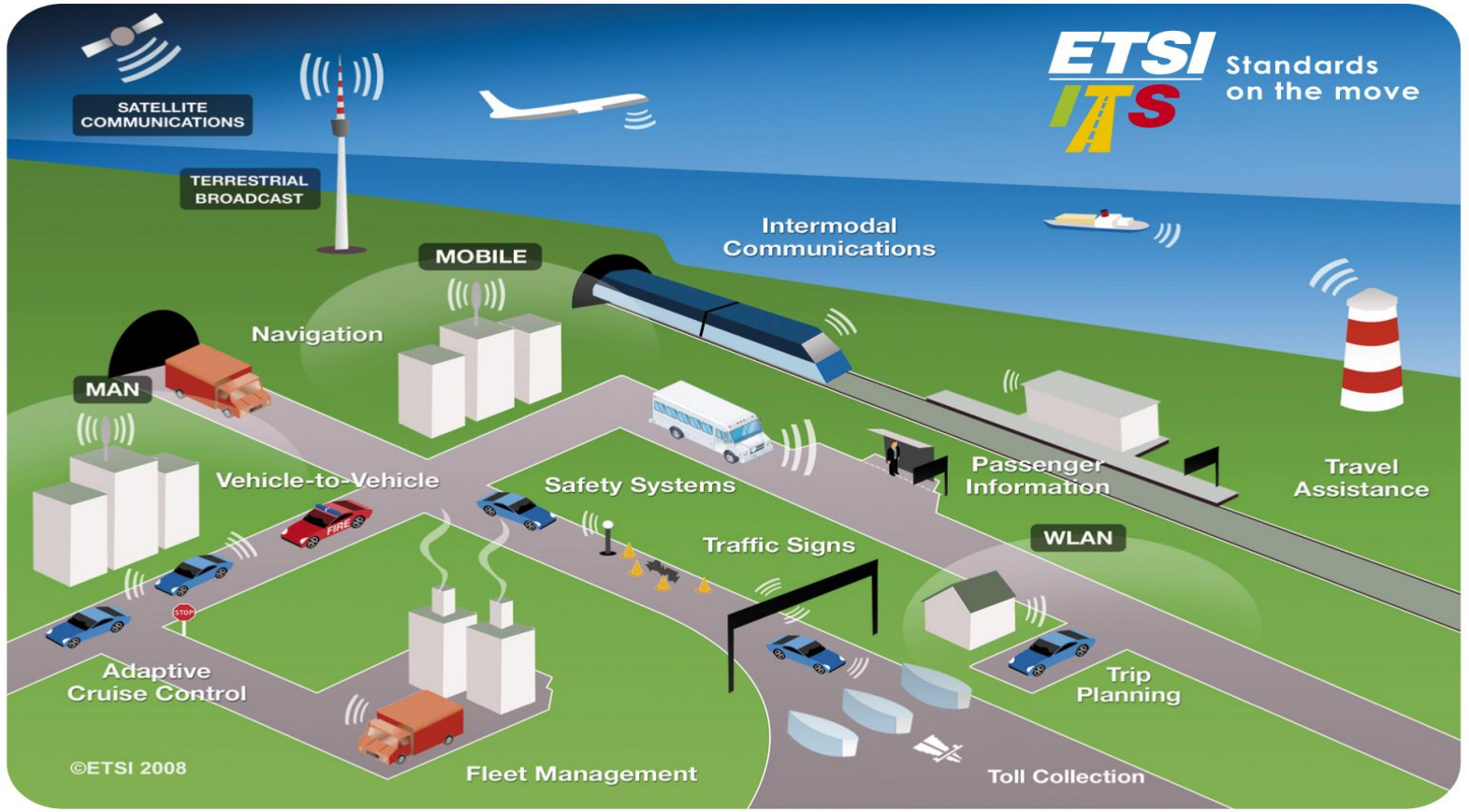
DRIVERS OF CHANGE

- ***Monitoring traffic condition***
- ***exchanging information*** *among users and service providers*
- ***increasing road safety*** *and* ***enhancing driving comfort***



INNOVATIVE TECHNOLOGIES

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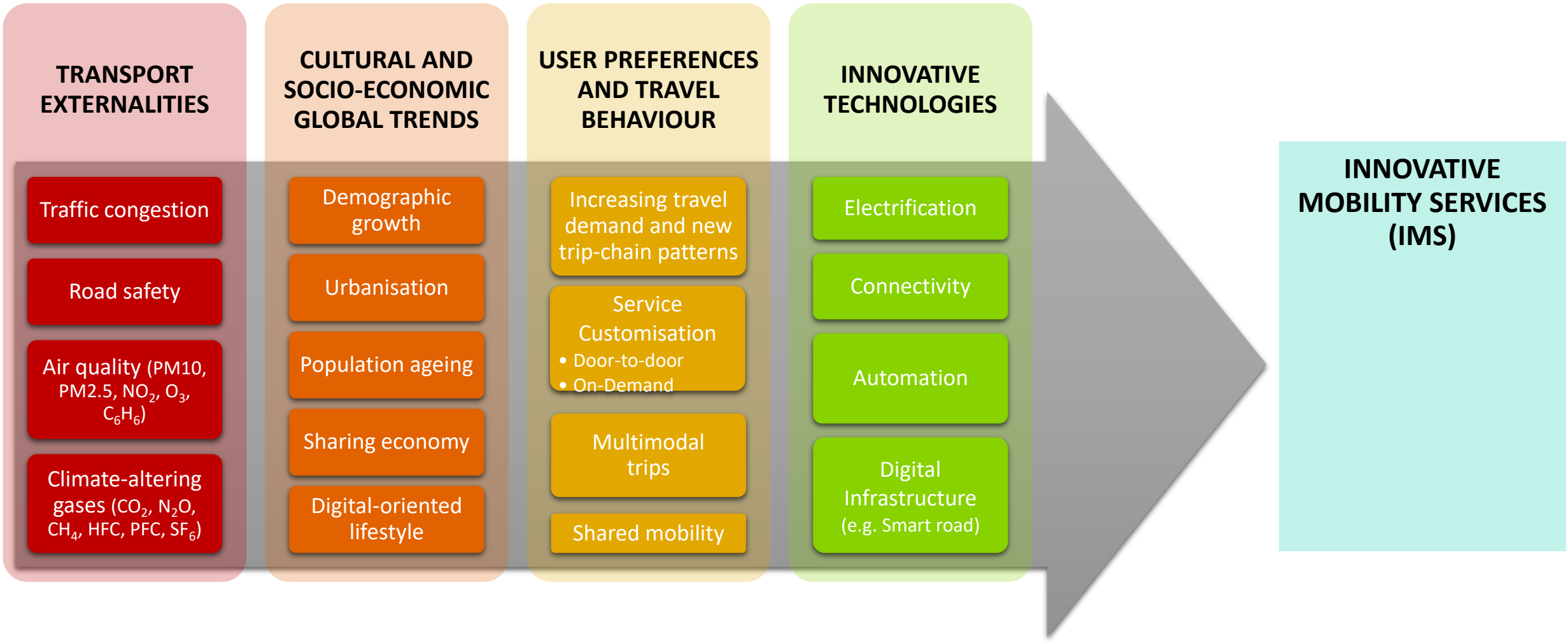
FUTURE MOBILITY SOLUTIONS



FUTURE MOBILITY SOLUTIONS

TRANSPORT EXTERNALITIES

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USER PREFERENCES AND TRAVEL BEHAVIOUR

INNOVATIVE TECHNOLOGIES

INNOVATIVE MOBILITY SERVICES (IMS)

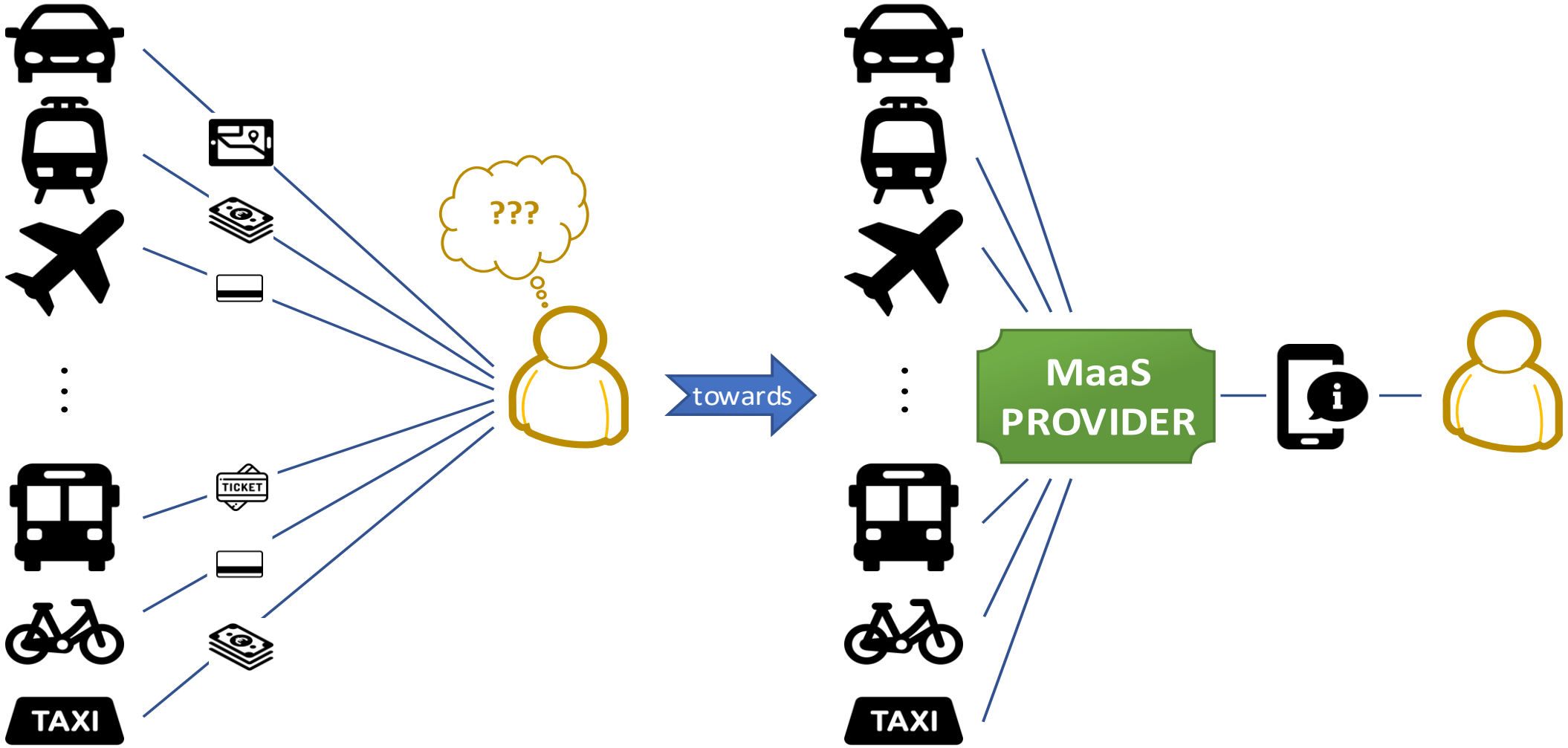
Vehicles sharing

(e.g. Enjoy, Car2go)

Mobility Service on Demand

(e.g. Uber)

MOBILITY AS A SERVICE (MaaS)



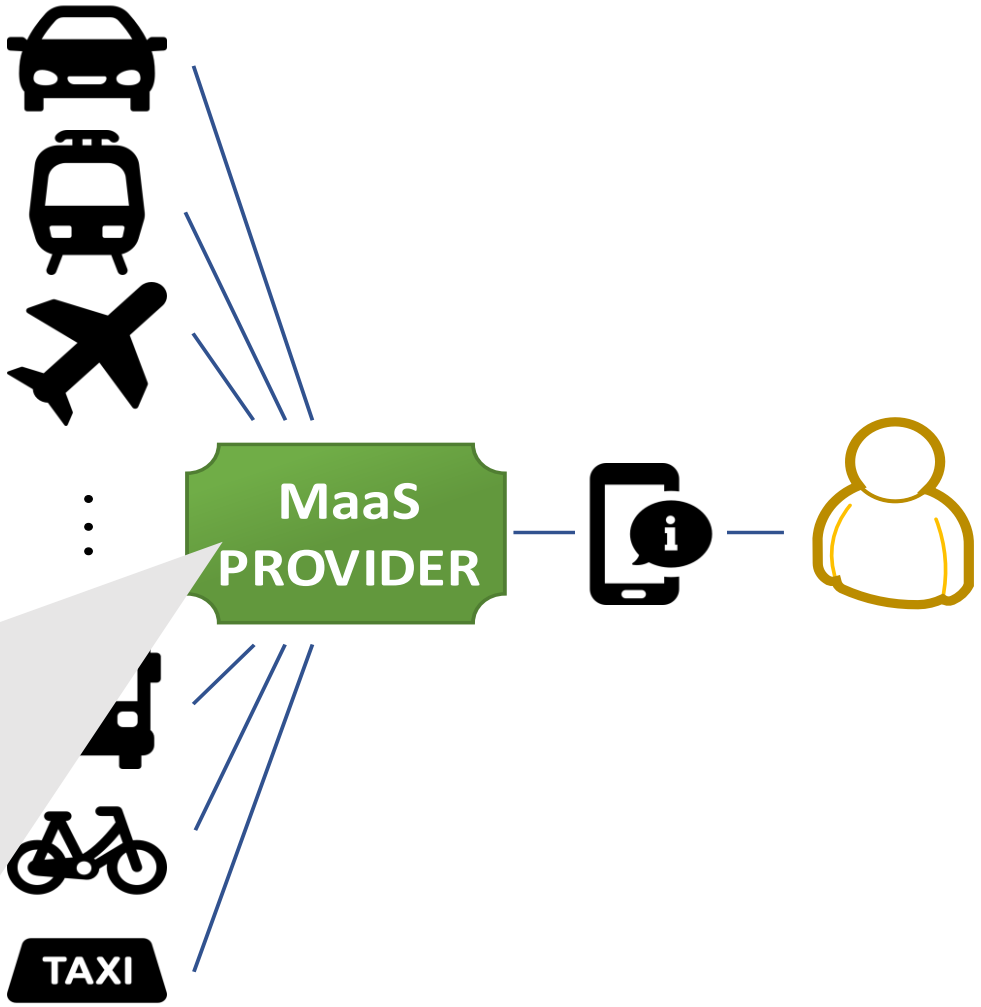
MOBILITY AS A SERVICE (MaaS)

whim

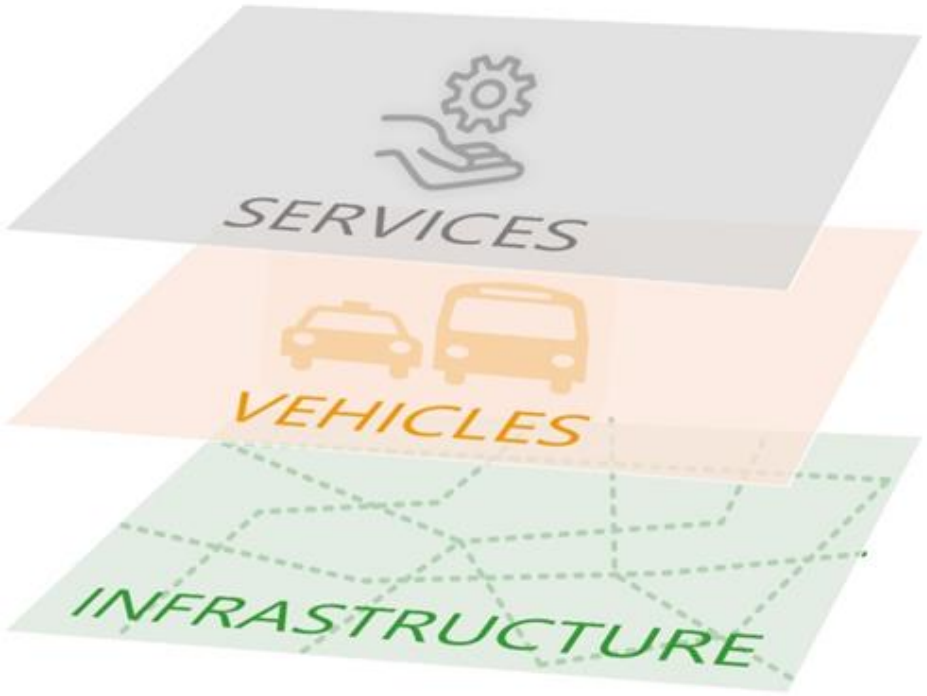
Monthly Plans | About us | News | Help

	Whim Urban	Whim Unlimited
Monthly payment	49€	499€
Local public transport	Unlimited Single Tickets	Unlimited Single Tickets
City Bike	Unlimited (30min)	Unlimited
Taxi (5km radius)	10€ per ride	Unlimited
Car rental	49€ per day	Unlimited
Car share	Coming soon	✓
Cancel anytime	✓	✓
Add-ons Incl regional HSL		
Add-on Car subscription	✓	✓
Add-on HSL Regional	+50€ per month	+50€ per month
Add-on HSL Regional 3	+100€ per month	+100€ per month

Helsinki, 2016



FUTURE MOBILITY SOLUTIONS



- *Public Transport*
- *Shared Mobility*
- *AMoD*

MaaS

- *EV*
- *CV*
- *AV*

CAV

E-CAV

- *Smart Roads*
- *Digital Infrastructure*

ADRION 2nd call (axis 3) : topic 2

"capitalization of technology innovation applied to integrated environmental-friendly and multimodal mobility services/structures addressed to cities and functional urban areas"

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"capitalization of technology innovation applied to integrated environmental-friendly and multimodal mobility services/structures addressed to cities and functional urban areas"

Recommendations from the European Commission*

- Decarbonisation and transition towards **zero-emission mobility**;
- **New mobility concepts** such as car-sharing;
- Innovative mobility services, among which **car or bicycle sharing services**, smartphone applications offering real-time traffic conditions;
- Multimodal travel information services.

**Europe on the Move* – an agenda for a socially fair transition towards clean, competitive, and connected mobility for all - COM (2017) 283 final.

ADRION 2nd call (axis 3) : topic 2

"capitalization of technology innovation applied to integrated environmental-friendly and multimodal mobility services/structures addressed to cities and functional urban areas"

EUSAIR Action plan

"supporting and efficient and sustainable transport connections, capable of coping effectively with increased traffic flows, creating attractiveness, both for foreign direct investments and for tourism, hence jobs and prosperity"

ADRION 2nd call (axis 3) : topic 2

"capitalization of technology innovation applied to integrated environmental-friendly and multimodal mobility services/structures addressed to cities and functional urban areas"

Overall Goal

creation and testing of an integrated innovative planning tools for a sustainable city mobility solution

Focuses

Car ownership and individual transport

- changes in travel behavior and life style

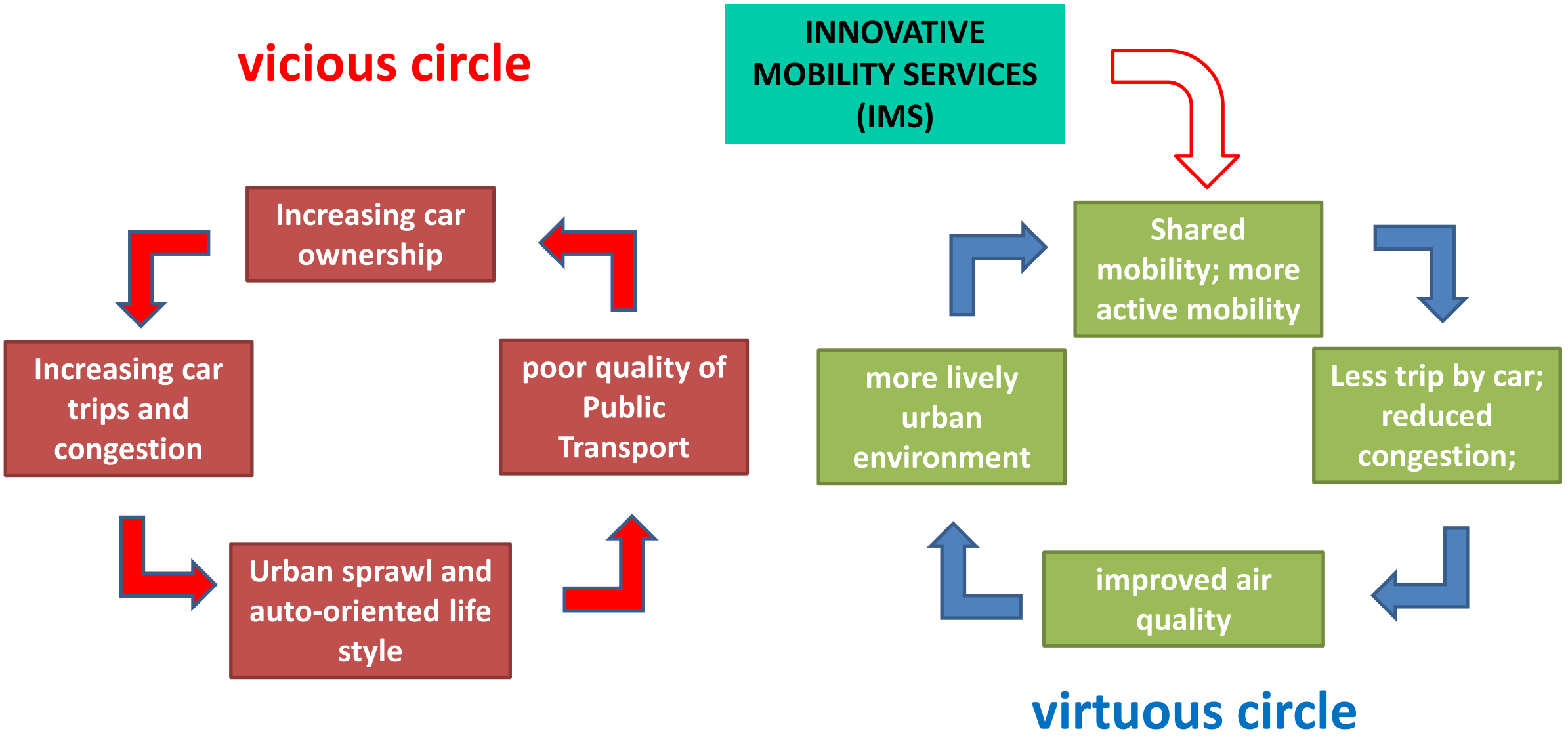
Collective transport

- integrated public transport and car sharing options
- Improve active/slow mobility (walking and cycling)

Objectives

- The development of **innovative approaches** to improve sustainable clean city mobility systems;
- The **identification of city transport policies** better suiting changing mobility needs;
- The promotion of **stakeholders' active involvement** in the development of sustainable urban mobility plans (SUMPs);
- The **transnational cooperation** between public authorities and their transport entities to improve multimodal and low carbon mobility and environmental quality.

Objectives


vicious circle
Increasing car ownership
Increasing car trips and congestion
poor quality of Public Transport
Urban sprawl and auto-oriented life style
INNOVATIVE MOBILITY SERVICES (IMS)
Shared mobility; more active mobility
Less trip by car; reduced congestion;
improved air quality
more lively urban environment
virtuous circle

Structure of the project proposal

WP T1 - Methodological framework and assessment

*Creation and implementation of **living labs** involving as forms of **participatory** governance institutions, stakeholders and citizens for the **identification of measures** of low-carbon city transport dialoguing via **exchanging knowledge** platform.*

Structure of the project proposal

WP T2 Identification of innovative business tool supporting innovation and implementation of different Pilot action, e.g.:

- Implementation of clean public transport;
- Creation of green safe bicycle routes;
- Set up of share biking public (private/public) services;
- Set up of car sharing public (private/public) services;
- Governance and management of high congested roads;
- Integrated ticketing and tariff schemes;
- Transnational social media-based competition for identification of fresh ideas for sustainable city transport services.

Structure of the project proposal

WP T3 Creation of a transnational strategy devoted to policymakers and planners for revision of transport policies for a more sustainable, integrated, accessible and harmonized mobility system.

- *Identification of a **shared strategy** and its application at policy level.*

Expected results

- Common understanding among ADRION Partner States of the “status quo” and the potentials for **multimodal, environmental-friendly and low carbon transport** in the Adriatic Ionian area;
- Enhancement of the **competencies/skills** of the stakeholders and involved parties;
- Increase in the **implementation options** for multimodal, environmental-friendly and low carbon transport infrastructures and services;
- Enhanced **involvement of tourism actors, residents and economic operators** for investment in multimodal, environmental-friendly and low carbon transport and mobility infrastructures and services;
- Develop **harmonised** and/or joint infrastructures, tools and management structures;

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Thanks for attention!

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