D11.2
Project Page on Website

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<tr>
<td>Responsible Author(s):</td>
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<td>Responsible Co-Author(s):</td>
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### Project Partners mainly concerned by this package

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Status: Draft, Final, Approved, and Submitted (to European Commission).

Dissemination Level: PC = Project Coordinator, PM = Project Manager, SM=Site Manager, TC=Technical Coordinator, WPL= Workpackage Leader, PEM= Project Evaluation Manager, PDM= Project Dissemination Manager, LDM=Local Dissemination Manager
Contents

CONTENTS ........................................................................................................................................... 4

1. EXECUTIVE SUMMARY .................................................................................................................. 5

2. DESTINATIONS HOME PAGE ...................................................................................................... 6

3. DESTINATIONS CITIES PAGES ................................................................................................... 8
   3.1 Elba pages .................................................................................................................................... 8
   3.2 Madeira pages ............................................................................................................................. 10
   3.3 Valletta pages .............................................................................................................................. 11
   3.4 Rethymno pages ......................................................................................................................... 12
   3.5 Limassol pages ........................................................................................................................... 14
   3.6 Las Palmas de Gran Canaria pages ............................................................................................. 16

4. THE ROLE OF SATELLITE SUPPORT ACTION ........................................................................ 18

5. WP11 WEBSITE - DELIVERABLE D11.2 ................................................................................. 18
1. Executive Summary

During the first 6 months of the project and under the guidance of the SATELLITE Support Group (SSG), the project partners submitted information to the SSG for uploading to the webpage.

The SSG has allocated space for each CIVITAS project within the main CIVITAS 2020 website with the view to giving each project a better visibility and a more harmonised approach in displaying the project experiences, achievements and results. The web page allocated to DESTINATIONS is under the URL www.civitas.eu/destinations

The DESTINATIONS main webpage was accessible as of late November 2016 and has undergone a significant degree of restructuring by SSG.

The PDM has gathered and edited information from the 6 project sites. After initial editing, the information has been continuously sent to SSG for further editing and uploading on the DESTINATIONS webpage.

This process will continue throughout the life of the project, as more and more information on the project results and the implementation of the sites’ measures becomes available. The information will flow according to the procedures defined in the dissemination strategy (D11.1) from the sites to theLDMs, who forward the information to the PDM for uploading.

As of 17 March 2017, the SSG issued guidelines to the Project Dissemination Managers of the CIVITAS 2020 projects with instructions allowing the PDMs, under certain conditions to upload information on upcoming news and events for their respective projects as outlined below.

The link to the PDM Guidelines is:
http://exchange-hub.civitas.eu/system/files/civitas_pdm_websitetutorial_final_0.pdf

The content is submitted to the website editors SSG who must approve the submission before it is published and displayed on the website. Project Dissemination Managers (PDMs) have the same rights as normal users and they can also add and edit measures, edit content on their city pages and edit content on their project pages.

It should be noted that all content will be reviewed before being published by the SSG editorial team.

In the following pages, the main structure and content of the webpage, at the date of submission of the deliverable is presented through a series of screen shots taken directly from the website.
2. DESTINATIONS home page

The project builds up an integrated approach to address mobility and tourism, testing balanced strategies to face the rising challenges of these two growing sectors and to achieve sustainable development and a better quality of life in Funchal, Limassol, Rethymno, Elba, Las Palmas de Gran Canaria and Valetta.

Follower cities

Beijing    Shenzhen    Xiamen    Zhangjiakou
Aims

- Help island cities to cope with new tourism trends and adapt their mobility systems accordingly
- Economy-sharing driven mobility solutions
- Switching to less polluting transport modes
- Development of business models to guarantee the financial viability and lasting impacts of the measures
- Working group representing over 150 cities & regions following the project as observers
- Links to China, to strengthen international cooperation

Approach

In six European touristic sites DESTINATIONS develops a set of innovative actions in order to implement sustainable mobility measures and actions with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation with all major stakeholders. These solutions aim to improve urban accessibility, the cost effectiveness and integration of transport services and to reduce emissions and energy consumption.

Related measures

<table>
<thead>
<tr>
<th>Valletta</th>
<th>Madeira</th>
<th>Elba</th>
<th>Las Palmas de Gran Canaria</th>
<th>Rethymno</th>
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- SMART destination
- Past charging
- Urban Freight Solutions into SUMP
- Green Credits Scheme
- Integrated payment solutions for mobility and tourism
- Integrated payment solutions for mobility and tourism
- Real time mobility and tourism information services
- Hybrid buses in the urban bus fleet
- Urban Freight Solutions into SUMP
- Communication for the introduction of the Bus Rapid Transit (BRT)
- Green Credits Scheme
- D4 Service: The Smart Distribution System
3. DESTINATIONS cities pages

3.1 Elba pages

<table>
<thead>
<tr>
<th>City Factfile</th>
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<tbody>
<tr>
<td>Population</td>
</tr>
<tr>
<td>Campo nell'Elba</td>
</tr>
<tr>
<td>Capoliveri</td>
</tr>
<tr>
<td>Marciana</td>
</tr>
<tr>
<td>Marciana Marina</td>
</tr>
<tr>
<td>Porto Azzurro</td>
</tr>
<tr>
<td>Portoferraio</td>
</tr>
<tr>
<td>Rio Marina</td>
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<tr>
<td>Rio nell'Elba</td>
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<td>Population density</td>
</tr>
<tr>
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<td>Car owners (Livorno)</td>
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</tr>
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<td>Annual rainfall</td>
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Elba is the biggest island of the Tuscan Archipelago, the largest marine park in Europe. The island is divided into eight municipalities (Portoferraio, Rio Marina, Rio Elba, Capoliveri, Marciana Marina, Marciana, Marina di Campo, Porto Azzurro) of which the Port Towns of Portoferraio e Rio Marina are involved in the project. The two towns are connected to the main land with three ferry companies: one during winter and two during the summer season: all offering routes between Piombino and the island, one, during summer, even with Corsica (Bastia). There is an airport on the island in Marina di Campo, above all during summer, it is served with flights to Italian mainland and Switzerland. Elba island has a strong tourist industry thanks to its land and sea views and for its culture. Improving island services and particularly transport and mobility of people and goods are the main objectives of the Elba Sharing project.
Elba Today

Modal Share

Workers

- Train, tram (2%)
- City bus, coach, long-distance bus (13%)
- Company busses and schoolbusses (0.40%)
- Private car (driver) (59.5%)
- Private car (passenger) (3.8%)
- Motorbike, scooter (13.42%)

- Bicycles (6.1%)
- Others (0.4%)
- Pedestrians (11.08%)

Students

- Train, tram (7.60%)
- City bus, coach, long-distance bus (13.20%)
- Company busses and schoolbusses (5.00%)
- Private car (driver) (1.70%)
- Private car (passenger) (36.20%)
- Motorbike, scooter (3%)
- Bicycles (2.80%)

- Others (0.10%)
- Pedestrians (23.82%)

Challenges

The main aims are: Adoption of sustainable mobility, reduce the use of private car, increase the use of sharing mobility and public transport

Improve overall island attractiveness

- Increase the attractiveness of the Island for tourists and quality of life for residents by the improvement of overall island mobility and accessibility.

Improve cost effectiveness and integration of transport and mobility services

- Implement the "SHARED ELBA MOBILITY" Agency, in order to promote and manage economy-sharing driven mobility solutions, integrated with Local Public Transport.

Reduce traffic congestion and related emissions / energy consumption

- Improve the quality of the environment in the context of Tuscan Archipelago Natural Park, implementing shared services and promoting eco-sustainable mobility services.
3.2 Madeira pages

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.

**Aims**

Create an attractive destination through interventions in sustainable urban mobility

- Adapt mobility system to deal with emerging demands;
- Introduction of new formats of communication to gather stakeholders;
- Strengthening international cooperation with China.

**Reduce energy consumption**

- Economy-sharing driven mobility solutions
- Switching to less polluting transport modes
- Local dissemination to replicate innovative green mobility measures.

**Improve urban accessibility**

- Regulation for tourist mobility actors, defining routes, parking space and time of service;
- Evaluation of the socioeconomic impact of measures that benefit the local commerce, promote public transport and user-friendly solutions in city centre.

**Public transport more efficient and attractive to the community and tourists**

- Development of mobility solutions that serve both residents and tourists;
- Development of applications of information and communication systems.
3.3 Valletta pages

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.

Aims

Improve overall urban accessibility
Reduce congestion and journey delays

Tourism trends in Malta are extended in the traditional shoulder months. The mobility system must therefore be adapted to deal with emerging demands.

Reduce energy consumption
Reduce emissions/ increase air quality

- Economy-sharing driven mobility solutions
- Switching to less polluting transport modes
- Creating a modal shift from land to sea transport modes

Improve cost effectiveness and integration of transport and mobility services
Development of business models to guarantee the financial viability and lasting impacts of the measures

Replicate & Disseminate

- Working group representing over 150 cities & regions following the project as observers;
- Links to China, to strengthen international cooperation;
- Dissemination locally to replicate innovative green mobility measures outside the Valletta region
3.4 Rethymno pages

Rethymno is the third largest municipality of Crete with 63,000 habitants. It accommodates more than half a million tourists and attracts more than 1.5 million visitors on day tours and cruises annually. Therefore, the municipality is building up an integrated approach to face the rising challenges of both growing sectors: mobility and tourism. Rethymno has been a member of the Covenant of Mayors since 2011 and sustainable mobility is one of the strategic pillars of the Municipal SEAP. Rethymno is also involved in the European Reference Framework for Sustainable Cities. Through Destinations, Rethymno will demonstrate sustainable, affordable and reliable mobility solutions to address the intense seasonal tourist fluctuation, to reduce car usage, to achieve a shift in transport modal share and offer upgraded and innovative mobility services for citizens and tourists.

City Factfile

- **Municipality area**: 397 km²
- **Population**: 62,886
- **Population density**: 158 inh/km²
- **Gender balance**: 52% female, 48% male
- **Average life expectancy**: Female: 84.7, male: 79.4
- **Car ownership rate**: 69.6% of the adult population
  - 45.5%: one (1) car
  - 20.3%: two (2) cars
  - 3.8%: more than two (2) cars
- **Accident rate**: 23 accidents; 25 injured and 10 deceased (2015)
- **Climate**: Mild Mediterranean climate with mild winters and hot summers.
**Rethymno Today**

**Modal Share**

Approximation

- Walking: 20%
- Cycling: 5%
- Public transport: 10%
- Taxi: 5%
- Car: 60%

**Challenges**

**Behavioural change**

- Reduce private car dependencies
- Address the position and inertia of the citizens/local businesses
- Engage key stakeholders to a sustainable growth model
- Inspire sustainable mobility habits
- Improve soft transport modes

**Upgrading of transport system**

- Address seasonal fluctuation due to tourism
- Attractive and convenient PT services
- Convenient access choices to main attractions
- Improved links between PT, cycling and walking networks
- Better coordination of inter-regional and airport transportation

**Urban environment**

- Reduce traffic congestion and high environmental impacts (GHGs, urban noise)
- Improve municipality image and functionality
- Improve convenience for citizens / visitors
- Design greener and safer public spaces

**Transport**

**Car network**

Approx. 650 km.

**Cycling network**

20 km. cycling network in the city of Rethymno.

The cycling network in Rethymno prefecture includes 22 inter-regional cycling routes, 12 of them connect Rethymno with key attractions nearby.

**Public transport network**

Approx. 400 km.
3.5 Limassol pages

Limassol has been a popular tourist destination since the 1970s. It attracts between 300,000 to 400,000 visitors annually, which is around twice its population. Even though efforts are made to establish Limassol as a year-round destination, tourists primarily visit between the months of May and October. This fact imposes great pressure on the city’s mobility services. It leads to increased traffic and street noise, lack of sufficient parking spaces, unnecessary trips due to lack of parking, and other related challenges.

City Factfile

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Population</td>
<td>237,000</td>
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<tr>
<td>Population (urban)</td>
<td>180,000</td>
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<tr>
<td>Population (rural)</td>
<td>57,000</td>
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<tr>
<td>Population density</td>
<td>170.1/km2 (360/sq mi)</td>
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<tr>
<td>Gender balance</td>
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<tr>
<td>Female</td>
<td>51.7%</td>
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<tr>
<td>Male</td>
<td>48.3%</td>
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<tr>
<td>Average life expectancy (women)</td>
<td>83.5</td>
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<tr>
<td>Average life expectancy (men)</td>
<td>79.8</td>
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<tr>
<td>Car ownership rate</td>
<td>95% of adult population</td>
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<tr>
<td>Accidents</td>
<td>Approx. 900-1100 car accidents p.a.</td>
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</table>
**Limassol Today**

**Modal Share**

*Approximation*

- Bicycles (10%)
- Pedestrians (6%)
- Public transport (10%)
- Cars and others (74%)

**Challenges**

- Increase the use of the urban public transport by tourists and locals
- Increase the use of rural public transport by tourists, to encourage visits to the countryside
- Increase cycling in combination with special interest tourism
- Decrease the number of cars in the old town
- Decrease congestion
- Increase interest in walking and cycling routes
- Decrease noise level and improvement of air quality
- Encourage tourists to explore the region using economic and sustainable modes
- Encourage locals to use sustainable modes in their travels

**Transport Infrastructure**

**Car network**

585km

**Cycling network**

186km (cycling paths and lanes)

**Public transport network**

170.2km excluding rural areas

**Limassol after CIVITAS**

- Reduce carbon emissions by approx. 320383.188 t
- Reduce 335 decibels of traffic noise across the city
- Reduce energy consumption by 24398.64902 MWh
- Free 2187000m2 of space and 2% of footpaths
- Increase the total share of citizens that use public transport
- Attract more people with disabilities to visit the beach: approx. 200
- Improve urban accessibility
- Enhance social cohesion
- Boost active mobility: 4800 new cyclists in two years
3.6 Las Palmas de Gran Canaria pages

Las Palmas de Gran Canaria, the capital of the island, is located in the north-eastern part of the island set in magnificent scenery composed of two bays and their beautiful beaches. Las Palmas de Gran Canaria has already developed a Sustainable Mobility Plan. In the framework of the DESTINATIONS project, mobility strategies and relevant technical measures will be developed & carried out in order to encourage & allow the use of alternative sustainable modes of transport by tourists and citizens.

City Factfile

- **City area**: 100.55 km²
- **Population**: 378,998
- **Population density**: 3769 inh/km²
- **Gender balance**: 4183.816 Men, 195.182 Women
- **Average life expectancy**: 81 years men, 93 years women
- **Car ownership rate**: 576 cars/1000 inhabitants
- **Accident rate**: 3154 (2014)
- **Climate**: 17°C in winter / 25°C in summer

The location of the archipelago near to the Tropic of Cancer and the influence of the trade winds, provides to Las Palmas de Gran Canaria with a warm temperature.

Las Palmas de Gran Canaria Today

**Modal Share**

- Pedestrians (15.10%)
- Public transport (13%)
- Cycling (0.40%)
- Taxis and others (4.50%)
- Private car (67%)

2020 DESTINATIONS
Transport Infrastructure

**Cycling network**
150 bikes and 13 bike stations (To be improved and increased within CIVITAS DESTINATIONS project)

**Public transport network**
Guaguas Municipales (Urban Public Transport Company)
242 Buses
40 bus routes (3 of them night routes)
715 km bus network
784 bus stops

Documents
Magazine LPA-GC Movilidad en Transformación
Plan de Movilidad Urbana Sostenible

Related measures

- SMART destination
- Fast charging E
- Urban Freight Solutions Into SUMP
- Green Credits Scheme
- Integrated payment solutions for mobility and tourism
- Integrated payment solutions for mobility and tourism
- Real time mobility and tourism information services
- Hybrid buses in the urban bus fleet
- Urban Freight Solutions Into SUMP
- Communication for the introduction of the Bus Rapid Transit (BRT)
- Green Credits Scheme
4. The role of SATELLITE Support Action

CIVITAS SATELLITE is the support action of the CIVITAS initiative

The objective of the CIVITAS SATELLITE Support Action is to coordinate and facilitate knowledge exchange and capacity building under the current and upcoming CIVITAS 2020 projects.

Launched in July 2016 and lasting for 4.5 years, this Horizon2020 funded support action will help increase the visibility and evaluate as well as disseminate the results of all CIVITAS 2020 projects; it will put capacity building (e-learning, webinars) and transfer/take-up tasks (peer-to-peer exchange and networking) at the heart of the activities.

Coordinated by the Polis network, CIVITAS SATELLITE brings together Rupprecht Consult, ICLEI, the Regional Environmental Center for Central and Eastern Europe (REC), UITP and Transport & Mobility Leuven (TML).

ICLEI is the partner of SATELLITE that has the specific responsibility to provide support to the Project Dissemination Manager and his team.

5. WP11 Website - Deliverable D11.2

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<td>The project webpage created as part of the CIVITAS website (<a href="http://www.civitas.eu/destinations">www.civitas.eu/destinations</a>) is managed by the SATELLITE Support Group. A small part of the Content Management System is open to PDMs in order to enable them to upload News &amp; Events. News &amp; Events uploads will be submitted to SATELLITE for approval before uploading.</td>
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