

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.

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ACKNOWLEDGEMENT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 689031

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DESTINATIONS

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



THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

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.

VALETTA

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

VALETTA 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

