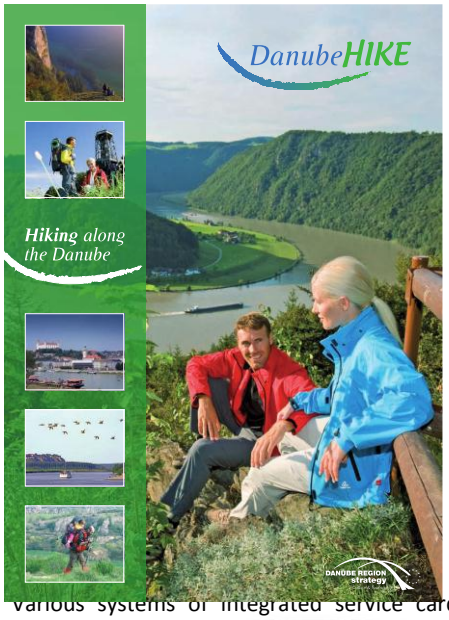
Factsheet Good Practice Collection

In the Good Practice Collection, examples on sustainable mobility from all over Europe, with a strong focus on the implementation region of the European Strategy for the Danube Region (EUSDR) have been collected. The selected examples are made visible in a factsheets style in order to keep transparency and comparability. Each factsheet contains description of the good practice example including a general project description, facts concerning the initiator and involved stakeholders, financial background, accompanying measures, etc. The good practices are sorted according to the categories:

- Soft Mobility Offers and Packages
- Transportation and Tourism Information System
- Strategies and Plans

The examples are further sorted within those chapters according to the country – following the Danube from its spring to the delta – plus cross-border projects and cases from non-Danube countries. The examples will not be transferable as such, but the analysis tried to formulate some lessons learned. Some aspects can be used in other projects to achieve successful development and innovation; therefore the examples here can be seen as a reference point for the partners in the TRANSDANUBE project.

Further information about the Good Practice Collection can be found on the project website www.transdanube.eu.



Various systems of integrated service cards or special reduction cards motivate both locals and tourists to use public transport. Sometimes those offers work even cross-border. Also tickets combining public transport and entrance into a site are popular offers.

Soft mobility offers are often connected with nature tourism offers, as it seems that in the marketing this could attract the same target group. The main driving force behind those offers are tourism associations or transport providers, the financial resources often are brought in by public authorities. In contrast protected areas don't play an important role as provider of sustainable mobility offers. They are mainly in remote areas, therefore face very often problematic transport conditions, but have other core tasks then to provide mobility offers.

Upper Danube innovative and successful hiking trails were developed within the last years. They stimulate the demand for public transport. A study within a EU Project has proven large potentials for development but yet small existence of similar offers in other regions downstream the Danube.

The other linear movement along the Danube, cycling, already has a European wide positive image. The EuroVelo 6 connects all Danube countries, but nevertheless also here a West-East-decline could be seen: The density of cyclists gets thinner the more East one comes. The core aim in several current projects along the Middle and Lower Danube, is trying to create additional offers to keep the cyclists longer within the region.

Several tourism destinations started with a focus on e-bikes to be able to approach new target groups with cycling.

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Transportation and Tourist Information Systems
Different electronic systems could be found: On the one hand traffic control systems, which are often not visible for the passengers / tourists, but contribute to increased comfort. On the other hand different types of direct information systems, such as web based general transport information mostly bases on interactive maps, and search options for routes, both web-based but increasingly based on apps for smartphones.

Whilst the tourism business and tourism administration mostly uses web-based general information systems, the route information systems are mainly developed by transport providers and smaller IT start-ups. What seems to miss is the integration of both approaches for better convenience of tourists. The ultimate tool would be a combined navigation and information system for all means of transport including tourism relevant information – available web-based and synchronised with mobile applications.

But The Danube region is moving in different speeds – we have to face the West-East-divide. At the same time when upstream countries think of the mentioned integration of different approaches, for some countries at the Middle or Lower Danube the first step must be to have a national integrated time-table for trains and busses on-line. Not to talk about language barriers and still existing mono-lingual offers.
Perfect examples for user-friendly integrated information systems could be found outside of the Danube region, but also in some more local approaches.

Improved information systems could be established but need better cooperation of transport providers both cross-border or cross-modal, as well as cooperation between private and public transport providers and the stakeholders from the tourism sector. Also improved cooperation between different ministries and authorities would be necessary.

Strategies and Plans
Strategic approaches taking sustainable transport into account are not very common. The Austrian example of klima:aktiv mobil is really exceptional as it fosters strategic approaches on local and regional level and even finances the implementation (partly). An exception is seen in city cycling: Although the only example for a strategic approach concerning cycling stated in this report is the Budapest plan to increase local cycling transport by a Community Public Cycling Transport System, similar systems are already in place in several cities throughout Europe and feasibility studies for more are currently under way.
This result is rather related to political awareness and willingness than to lack of money. Generally it is still a huge challenge to integrate the issue of sustainable transport both into environmental, transport and tourism strategies and convince the tourism marketing bodies to see the potential in setting up special marketing measures for environmental and climate friendly forms of tourism. For this target more communication between different state actors is needed, both in an informal way and also new governance structures.

klima:aktiv mobil