

**Innovations in Sustainable  
Urban Mobility Plans for  
low-carbon urban transport  
January 2017 – June 2021**



*InnovaSUMP project facilitates to take-up of Sustainable Urban Mobility Plans with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions*

# Bulletin

Interregional cooperation project newsletter

I Issue 2

#innovaSUMP2021

## Message by the Councillor for Mobility, Ravenna Municipality



Comune  
di Ravenna

Mr Roberto Giovanni Fagnani

*At the 2nd Workshop  
held in Ravenna, Italy  
on 9 November 2017*



"We are very proud to be part of InnovaSUMP project since the Ravenna Municipality is strongly working to foster sustainable mobility in our city.

We are currently working to adopt our Sustainable Urban Mobility Plan that includes many actions and measure to improve the quality of life of citizens. I hope this Workshop on Visitors Mobility in Tourism Destinations will be interesting and useful for everyone and some new ideas can come out."

# Innovations to the SUMP methodology



**By Polykarpos Karkavitsas,  
InnovaSUMP Project  
Coordinator**

*Lever Development Consultants*

The main purpose of InnovaSUMP is to enhance the take up of SUMP by the local authorities through the development and implementation of innovative procedures and processes regarding to the undertaken methodology. The proposed innovations that are going to be further developed and incorporated as part of the project can be described as follows:

## ***Inclusion of travel behaviour research & potential user response analyses for new & emerging systems, technologies, policies & measures***

The aim is to incorporate migration studies and feedback analysis of potential users for new and emerging systems, technologies, policies and measures in the SUMP methodology. Although surveys and behavioural analyses of commuters have been established in transport planning for 25 years, in the form of surveys of stated preferences and intentions, the behaviour of displaced persons has not been included in the main SUMP. The project will attempt to integrate research and behavioural analysis of commuters to the improved SUMP methodology with appropriate methods and tools.

## ***Integrating pricing & financing measures (inc. urban road pricing/congestion charging and hypothecation of revenues for sustainable mobility / PT investments)***

One of the most important issues in the development and implementation of SUMP is to ensure the necessary financial resources for the implementation of the proposed measures. Several attempts to implement a SUMP failed due to the failure of finding resources for projects of great importance and impact.

InnovaSUMP, by identifying this failure to implement SUMP, will attempt to explore innovative ways and procedures for funding sustainable urban mobility interventions. Particular attention will be paid to investigating sources of funding that mobilize resources from the movement system and which, in accordance with the principle of proportionality, should be apply to the implementation and support of measures that meet the policy of sustainable urban mobility

## ***Incorporation of planning for visitors at tourism destinations, for sustainable mobility of tourists, particularly at peak demand resorts, including accessibility to destinations by sustainable transport***

## ***modes & improved intermodality between access travel to & mobility within destinations, for seamless travel***

Tourist activity charges the urban and transport networks during tourist season to an extent that cannot meet demand, resulting in congestion conditions that degrade the tourist product. There is a need to inform visitors about the alternative measures and solutions for sustainable mobility, especially where such solutions are not well known to visitors. InnovaSUMP's objective is to demonstrate the utility of seasonal demand management measures in tourist areas by drawing up two plans (and corresponding measures) to improve urban mobility, the first one being permanently applied and the second will be complemented by additional measures during tourist periods.

## ***Integration of SEAP & SUMP processes***

Sustainable Energy Action Plans (SEAPs) have a longer implementation than BSECs and are more widespread with 3700 SEAPs already being institutionalized in the EU. InnovaSUMP is going to explore and propose the possibilities to connect and combine the development processes of these two Schemes at the Municipality level. Some of the issues that could be the following: (a) jointly developing the content of measures related to urban mobility; (b) completing the Covenant of Mayors (c) a combination of the consultation procedures of the Plans with the citizens and (d) the joint allocation of resources to the implementation of the SEAP and SUMP measures.

The overall approach and methodology of InnovaSUMP consists of interrelated activities in the field of experience exchange:

**Participation in the policy learning platform activities** through the evaluation of previous projects in the topic of SUMP preparation and their achievements & enhancements and by the establishment of Linkages / Synergies with relevant national European networks & platforms

**Thematic Interegional Workshops** on specific topics, with inputs from other relevant projects for the staff and policymakers of the partner local authorities and stakeholders. Their topics are directly related to the four innovations of InnovaSUMP.

**Study Tours** will be organised for local authority staff and policymakers in order to familiarise them with the new technologies & innovative measures for sustainable mobility solutions

**Staff exchanges** between local authorities on specific topics, such as identification of packages of effective measures, consultation procedures, stakeholder engagement

**Set up of Local Stakeholder Groups** that will participate in all the informative activities of the project.

# European Mobility Week 2017

Most of the InnovaSUMP partners had participated in the European Mobility Week 2017 through the organization of various local events and initiatives. The events included awareness raising and information activities, art workshops and interactive games in order to familiarize the public with the main principles of sustainable urban mobility such as shared mobility, the benefits of walking / cycling and clean mobility. The main aim was to promote alternative means of transport, which are environmentally friendly, instead of private cars.

The InnovaSUMP project has offered valuable information and knowledge about the main principles of sustainable urban mobility and also promoted the sustainability as a new way of life so as to be integrated in every aspect of planning in modern cities. It was a valuable pool of knowledge and attitude related to sustainable planning. All these helped at the better organization of the events.

## Nicosia

The Municipality of Nicosia participated in European Mobility Week 2017 and on 22nd of September between 17:00 - 19.00 organized



an event focusing on the promotion of the small buses. Especially for that day, there was a guide on the bus who presented the main historic monuments of the city. Also, in order to promote even further the buses and make them popular to the residents and especially to the young people, it was announced that all the people that would use the buses between 26th of September and 16th of October, they would have the chance to win a bike after a draw.

## Prague

During whole week many events took place, such as "Feel the city differently with neighbors and their stories", Open Day at the metro, tram and



bus depots of Prague Transit Company and Public Transportation Museum in old tram depot in Prague -

Střešovice, Cycling - riding along Prague routes, many lectures and so on.

On Monday at Karlovo Náměstí metro station Prague Institute of Planning and Development in cooperation with Prague integrated transport organizer organized event to promote a project of new urban railway tunnel under city centre called "Metro S". This tunnel, which has many new stations, will be use by urban and suburban trains (lines S). Goal of this event was to start discussion about this tunnel or place where new stations should be built.

The culmination of the European Mobility Week was the celebration of the International Car Free Day on Friday. One of the current busy streets was closed for motor vehicles and its space was dedicated to pedestrians and cyclists for whole day. The "new" pedestrian zone in Štefánikova Street in Prague 5 presented the topic of active and sustainable transport, innovations in transport and of course Prague Agglomeration Sustainable Mobility Plan and projects of Prague Institute of Planning and Development!

## Kordelio Evosmos

Elementary school students (D and E grade) from Kordelio – Evosmos region participated in actions related to sustainable mobility including road safety and usage of environmentally



friendly vehicles. The main actions are described as follows:

- "Information for road safety & traffic education." Trainers in the Traffic Park have informed children about the basic principles of road safety, with the aim of fostering awareness and education.
- "Acquaintance with ancient Greek games". It is an athletic-educational program that gave students the chance to get to know the history and evolution of the game from antiquity to the present day. The action is part of sustainable urban mobility policies, including the promotion of shared use of public spaces.
- Painting workshop: "How to move in my city".
- "Learning how to bicycle". Educational experiential action that aims to promote the use of bicycle as an alternative means of transportation and to reveal to children the "secrets" of the bicycle.
- Presentation of the participation of municipality of Kordelio – Evosmos at the forefront of European innovation as a partner in the sustainable urban mobility project "InnovaSump".



## Iasi

Installation of dedicated tents in main cities points (central squares and city buildings, in total 8 points) for information about clean mobility, public transport and signature against the Romanian legislation permitting acquisition of polluting second-cars without no supra-taxation.



## Devon

The main theme behind the events was “sharing gets you further”, focusing on how targeted measures can influence the uptake of shared mobility. Throughout the week the following schemes were promoted as a means of improving sustainable mobility; each day during the week an initiative aimed at improving mobility was shared through the Travel Devon Twitter page. The themes were:



- Monday – European Mobility Week Overview
- Tuesday – Co-Cars
- Wednesday- Co- Bikes
- Thursday- Car Share Devon
- Friday Innovative Solutions to Sustainable Mobility

## Susisiekimo paslaugos, Vilnius

There was a special conference on SUMP (the best practices of SUMP in Europe; challenges regarding Vilnius SUMP, and future projections on the transportation in Vilnius). The conference was open for everyone (open registration). Also foreign experts like Tomas Rye from “Napier” university in Edinburgh participated in the event. A day-long conference attracted around 100 people.



Also, various paid and free appearances have been held on social networks and the main media: TV, radio, news portals.

## Ravenna

A residential street where a school with almost 700 students is located and the same traffic level of a collector

road, had been transformed to a quiet and safe residential street where in front of the school there is a green space with no car passage and more friendly to



pedestrians and cyclists. A closure with different goals: first of all, to prevent that Cicognani street, a residential road, could be used as a “fast shortcut” to avoid one of the most congested road in the city, Faentina street: there is a ring road devoted to this function few hundreds meter far, underused: the closure could be the trigger to move the through traffic in its proper road. To foster the changing, actions oriented to the reappropriation of the spaces usually dedicated to cars: some pallets furnishings made by students have been re-used to make the street more comfortable and friendly and big synthetic lawn has been unrolled on the asphalt.

The result has been a “new” public space – for pedestrians and cyclists – that hosted activities with students and residents about sustainable mobility, road safety education with Police Officers and also activities finalized to the re-appropriation of the road space: from sports to poetry, from music to books, the goal was bringing people on the street to enjoy public space. Moreover, there have been activities to inform students and citizens on public transport and apps to promote information technologies in mobility. Totally, 795 students from 9 to 13 years old have took part to lessons and activities.

In addition during the EMW four elementary schools have started, for the current school year, the “pedibus”, a pedestrian bus for students to reach the school in a sustainable way: this „mean of transport” involved more than 150 students in its previous editions. Another long-lasting „school related” action that has started during the EMW and will last till June 2018, is the traffic regulation around the elementary school in San Pietro in Campiano, a small center part of the Municipality of Ravenna: during the entrance and exit of students the road in front of the school will be closed to cars.

The Municipality of Ravenna has also been involved in the so called “Giretto d’Italia”, a national initiative to promote “bike-to-work”, on September 21st: from 7:30 am to 9:30 am the number of cyclists directed to the city center has been counted in 9 crucial spots. Ravenna has totalized 4977 people on bike: with this number, the city achieved the second place at national level, not so far from Piacenza, the winner with 6833 cyclists.

Moreover, the city center has been peacefully invaded by cyclists on Sunday 17<sup>th</sup>.

## 2<sup>nd</sup> Interregional Thematic Workshop in Ravenna Planning for Sustainable Mobility at Tourist Destinations

The 2<sup>nd</sup> Interregional Workshop of InnovaSUMP Project took place in Ravenna, Italy, on 9-11 November 2017, organised by project partner Municipality of Ravenna. The particular theme was *the incorporation of **planning for visitors at tourism destinations, for sustainable mobility of tourists**, particularly at peak demand resorts, including accessibility to destinations by sustainable transport modes & improved intermodality between access travel to & mobility within destinations, for seamless travel.*

The main conclusions of workshop are that cities with tourist flows require a particular approach to the method they use to design their urban mobility. The needs of permanent residents are different from those of visitors and tourists and with a varying intensity. Especially for cities where the seasonal fluctuations within the year are intense and the needs of the city change radically.

For this reason, there should be a different design in the non-peak periods related to the peak ones. At the same time, the city must have the resources to cope in with both periods without disrupting its overall and normal operation. It is from great importance during the initial design phase to consider the scale of the number of visitors and the period (winter or summer).

The concept of carrying capacity is something that should concern cities with tourist flows. At the same time, the existence of a Destination Management Body (DMO), which plays an important role both in designing and implementing measures, is particularly critical.

Finally, the visitors - tourists use the means of transport which are the most popular and easy for them. The concept of seamless travel, is the goal that each city must have with a particular tourist interest as a vision. Therefore, information is a particularly important element that must be taken into account when designing. In addition, the concept of the overall design of the tourist infrastructure must be reformed with clever and useful processes (eg a single electronic and intelligent fare system where the user will be able to use the public transport and also to enter into a museum).

The project partners exchanged important information and experiences. The Aristotle University of Thessaloniki will undertake to draw up the main conclusions and incorporate them into the guidelines of the SUMP on the basis of the InnovaSUMP innovations.



# Sustainable Mobility policies and measures for visitors at tourist destinations in SUMP

By Manos Vougioukas,  
InnovaSUMP Technical  
Coordinator

*EuroTrans Consulting*



One of the priority themes of InnovaSUMP project is the incorporation of planning for visitors at tourism destinations for sustainable mobility - particularly at the peak

demand resorts - including accessibility to destinations by sustainable transport modes and improved intermodality between access travel to, and mobility within, destinations, for seamless travel.

Integration of policies for Sustainable Mobility, Accessibility & Responsible Travel (S.M.A.R.T) with policies for sustainable tourism, requires particular attention. This is a common challenge that regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism flows. Integrated policies and actions are needed towards 'S.M.A.R.T. Destinations', through interregional cooperation of destinations.

The overall objective is to improve the transport and tourism policies of tourism destinations through integrating strategies for sustainable mobility, accessibility and responsible travel with sustainable tourism development, for transition to a low-carbon economy, through sustainable multimodal mobility, accessibility & novel low-carbon transport systems, with implementation innovations, policy learning and capacity building for tourism destinations.

The following pressing issues need to be addressed:

- Intermodality facilities for visitors inc. ICT & Mobile Apps; 'Mobility as a Service' (MaaS) solutions
- Accessible tourism for all
- Investments in low-carbon transport systems for mode shift to sustainable mobility modes, including Electro-Mobility & PRT/DRT
- Cycling & Walking facilities for visitors, including Cyclo-tourism and 'GreenWays'.

towards 'S.M.A.R.T. destinations' !

Sustainable mobility and accessibility have been priorities in European cities and regions, with EU policies and support from Structural Funds. Sustainable and responsible tourism has also been a priority for several

regions and destinations in Europe. However, the full integration of transport and tourism sectors has not been adequately addressed in terms of sustainability, innovations and in relation to their significant contribution towards a low-carbon economy.

The 1st World Conference on Smart Destinations organised by UNWTO in February 2017 stressed the contribution of multimodality and accessibility towards 'smart destinations'.

Promoting Sustainable Mobility and Accessibility provision with low-carbon transport in tourism destinations is a theme that has not been given the emphasis that is required and it deserves, particularly in busy destinations at peak seasons. SUMP are usually geared to the normal travel demand of residents and businesses, with the special needs of tourists frequently overlooked, underestimated or given inadequate attention. Visitors, usually foreign, are not very familiar with the destination transport networks and language. There is a large scope for shifting travel demand to low-carbon transport solutions in tourism, with significant quality of life, socioeconomic, environmental and climate action benefits in European cities and regions that are established or emerging destinations. The incorporation of visitor mobility in SUMP has not been addressed explicitly and adequately to date.

Expected results are:

- Improvement of policies and strategies for effective destination management with sustainable mobility and accessibility.
- Enhancement of knowledge, skills and expertise of staff responsible for policy implementation in transport & tourism management through policy learning and capacity building.
- Protection of environment, through promotion of low-carbon mobility, contributing to the goals of climate action.
- Outreach for awareness raising involving destination and transport authorities.

Discussion in the exchange of experience process of InnovaSUMP project should focus on:

- How to introduce sustainable mobility and accessibility policies and measures for sustainable and responsible tourism development and promotion in partner cities?
- How to improve policy instruments and SUMP towards incorporating sustainable mobility and accessibility facilities for responsible and sustainable tourism?

At the Thematic Workshop in Ravenna all project partner cities have presented their relevant practices, as well as experts presented the state-of-the-art, proposed innovations in the SUMP process to include sustainable tourism mobility and upgrading towards smart destinations. We also had the benefit of learning about the related LAST MILE Interreg Europe project, which addresses the needs of sustainable tourism mobility.



## The 5th European Conference on Sustainable Urban Mobility Plans to be held in Nicosia, Cyprus, co-organised by Nicosia Municipality, lead partner of InnovaSUMP

The **InnovaSUMP** partnership is proud to announce that the **5th European Conference on Sustainable Urban Mobility Plans (SUMPs)** will be held in Nicosia, Cyprus, on 14-15 May 2018. The Conference is co-organised by Nicosia Municipality, Lead Partner of the **InnovaSUMP Interreg Europe** project.

This Conference is the pan-European leading annual event for all those involved in SUMP preparation and implementation. It serves as a forum for transport policy makers, planners, practitioners and academics across Europe to network, debate key issues and exchange ideas on sustainable urban mobility planning.

In line with the European Commission having dedicated the year 2018 to the promotion of multimodality, the theme of this year's conference is **"Planning for Multimodal Cities"**, with a focus on the integration of transport modes and combined mobility solutions for passengers and freight in cities and regions.

The conference is co-funded by the European Commission in cooperation with the Municipality of Nicosia and the Ministry of Transport, Communications and Works of the Republic of Cyprus.

European Commissioner for Transport Violeta Bulc will address the opening plenary session. Representatives of local and regional authorities, policy makers, urban mobility planners, academics and other urban mobility professionals are expected to participate. Last year's European Conference on Sustainable Urban Mobility Plans in Dubrovnik attracted 450 participants.

The conference will be held in a city that offers a unique blend of history and modern lifestyle. Nicosia's versatile inner-city architecture from different eras—Greek, Roman, Byzantine, Venetian, Ottoman—provides a stage for vibrant, contemporary city life.

The **InnovaSUMP** project partnership is ready to contribute to the Conference with presentations on innovations in SUMPs regarding **Travel Behaviour Change and Sustainable Mobility for Tourism Destinations**, the two out of the four project themes that have already been examined in Prague and Ravenna respectively during 2017. InnovaSUMP partners may also contribute to SUMP-SEAP-SECAP integration and pricing/financing measures in SUMPs for sustainable mobility and multimodality. Representatives from all eight partner cities are expected to participate, as well as the advisory partner AUTH. InnovaSUMP project is also planning to have a stand in the Conference exhibition area.



### Last Mile Project at InnovaSUMP Tourism Mobility Workshop



In November 2017, LAST MILE Project (Interreg Europe, 1<sup>st</sup> Call) participated in the Ravenna Thematic Workshop of InnovaSUMP project, dealing with innovative approaches to Sustainable Urban Mobility Plans (SUMP) regarding visitor mobility in tourist destinations for sustainable tourism, aiming to integrate sustainable tourism mobility in SUMPs.

LAST MILE project is dealing with the concept of flexible transport modes in mainly rural areas, with good practices that can be transferred to urban areas, e.g. for suburban areas with lower density or for times with lower demand like night or weekend at tourist destinations.

Agnes Kurzweil from the Environment Agency Austria, the Lead Partner organization, presented the first outcomes of the analyses of LAST MILE and possible solutions of flexible transport modes, highlighting some good examples of the partner destination regions which have been visited in the past study visits, with sustainable mobility for tourism.

The exchange of the two projects was a good example for fruitful capitalization between two Interreg Europe projects.

## InnovaSUMP partners

The InnovaSUMP project consists of nine partners from eight EU countries. Leading partner is the Municipality of Nicosia and Aristotle University is the advisory partner.



Δήμος Λευκωσίας  
Nicosia Municipality

<http://www.nicosia.org.cy>



<http://www.praha.eu>



<https://new.devon.gov.uk>



<http://www.comune.ra.it>



ΔΗΜΟΣ  
ΚΟΡΔΕΛΙΟΥ  
ΕΥΟΣΜΟΥ

<http://www.kordelio-evosmos.gr>



MUNICÍPIO DE  
VISEU

<http://www.cm-viseu.pt>



<http://www.vilniustransport.lt>



<http://www.primaria-iasi.ro>



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