TRAM Project

Towards new Regional Action plans for sustainable urban Mobility

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Region Blekinge's Action Plan

March 2019

General information

Project: TRAM

Partner organisation: Region Blekinge

Other partner organisations involved (if relevant):

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Policy context

The Action Plan aims to impact:

□ Investment for Growth and Jobs programme

□ European Territorial Cooperation programme

x Other regional development policy instrument

Name of the policy instrument addressed:

Regional Development Strategy for Blekinge 2014-2020.

Summary

The TRAM project is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy. In this sense, the TRAM project contributes to the development of a competitive, resource-efficient and low-carbon oriented European transport system by improving the efficacy of regional and local policies on urban mobility of five EU partner regions which will benefit from cooperation by the exchange of experience and the identification of measures to be included in their urban mobility policies.

Region Blekinge is one of the five partners. Blekinge has a peripheral location to main international transport axes, with lowest road and rail accessibility indices among Swedish territories south of Stockholm (comparable to the Sweden's islands and northernmost regions). Still today, Blekinge suffers from low prioritisation in a national and European context (not included in the TENT core network), although the transit flows crossing the region between Scandinavia and Central/Eastern Europe are steadily increasing (e.g. growth rate for transported units was 12 % in the port of Karlshamn and 41 % in the port of Karlskrona in 2014). However, in shaping the sustainable development of the transport system the region has a limited capacity for large investment projects. This calls for a smart use of scarce resources in striking a balance between the goals of urban and regional mobility (daily commuting for education and work) and serving international transports. Finally, there is a need to better use the resources of the Regional Strategy for Blekinge, also maximizing the integration with ERDF resources, in order to reach sustainable mobility.

The Region Blekinge project leader within TRAM (Mathias Roos, later replaced by Mattias Andersson) with support from the regional TRAM expert from Blekinge Institute of Technology (Dr. Henrik Ny) has led a dialogue around the sustainability processes and strategies for the Blekinge transport sector. Below each step of the dialogue and a gradual identification and selection of good and best practices is presented. This resulted in a draft action plan with two recommended actions (see section 9): New Demand-Responsive Transport (DRT) Concepts and an Incentive-Driven Biking Campaign.

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Acronyms and abbreviations

AP	Action Plan
BP	Best Practice
CAP	Policy implementation barrier related to presence of relevant capabilities and players
CNG	Compressed Natural Gas
CUL	Policy implementation barrier related to social and cultural acceptance
GP	Good Practice
HVO	Hydrogenated Vegetable Oil
INS	Policy implementation barrier related to institutional integration.
ITRE	Expert group within TRAM
JS	Interreg Joint Secretariat
PP	TRAM Project Partner
PRW	Peer Review Workshop
TRAM	Towards new Regional Action plans for sustainable urban Mobility

1 Introduction

This Action Plan report gives the results from when Region Blekinge applied the TRAM methodological guidelines to arrive at an Action Plan (AP) for transition of Best Practices for sustainable mobility.

The TRAM project is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy. In this sense, the TRAM project contributes to the development of a competitive, resource-efficient and low-carbon oriented European transport system by improving the efficacy of regional and local policies on urban mobility of five EU partner regions which will benefit from cooperation by the exchange of experience and the identification of measures to be included in their urban mobility policies.

Region Blekinge is one of the five partners. Blekinge has a peripheral location to main international transport axes, with lowest road and rail accessibility indices among Swedish territories south of Stockholm (comparable to the Sweden's islands and northernmost regions). Still today, Blekinge suffers from low prioritisation in a national and European context (not included in the TENT core network), although the transit flows crossing the region between Scandinavia and Central/Eastern Europe are steadily increasing (e.g. growth rate for transported units was 12 % in the port of Karlshamn and 41 % in the port of Karlskrona in 2014). However, in shaping the sustainable development of the transport system the region has a limited capacity for large investment projects. This calls for a smart use of scarce resources in striking a balance between the goals of urban and regional mobility (daily commuting for education and work) and serving international transports. Finally, there is a need to better use the resources of the Regional Strategy for Blekinge, also maximizing the integration with ERDF resources, in order to reach sustainable mobility.

The first two phases of the TRAM project included several activities and deliverables (figure 1).

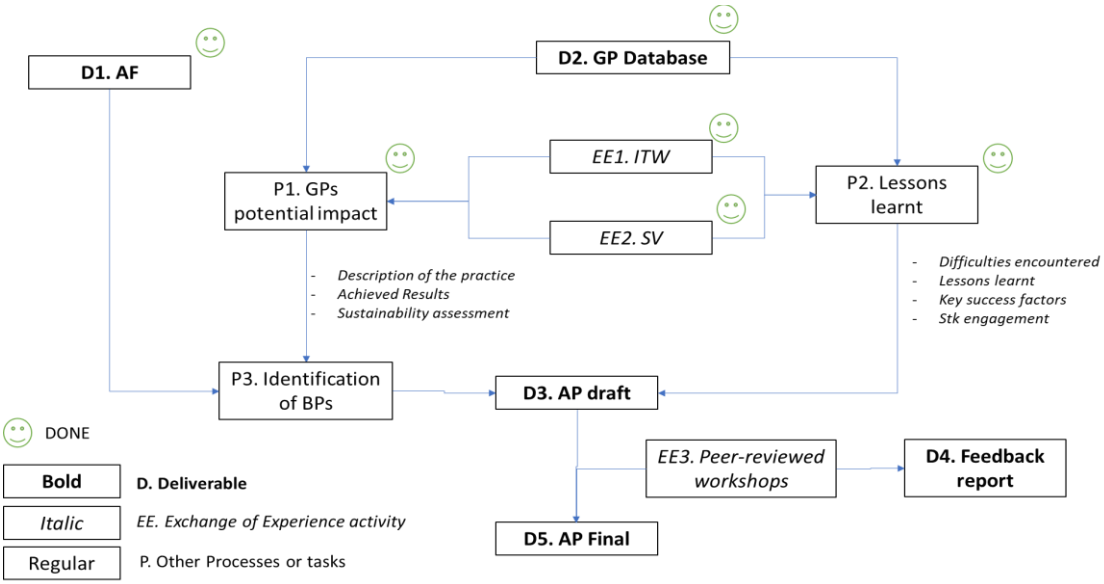

Figure 1 The exchange of experience activities to arrive at Action Plans (APs) for transition of Best Practices (BPs) between Project Partner regions within the TRAM project

Phase one covered the selection of Good Practices (GPs) which were the main outcome of the exchange of the experiences activities. The aim of Part one was: i) to ease the process of exchange of

experiences through the standardization of the information flow related to the Good Practices; ii) to set a minimum standard of quality of the different steps in order to enable the exchange of experiences; iii) to set common routines for involvement of Local Stakeholder Groups (LSGs) and for the exchange of experience activities (i. e. Study visits and International Thematic Workshops).

Phase two – aimed at providing methodological guidelines to help Project Partners (PPs) to identify a set of Best Practices, which were expected to contribute to the improvement of the policy instruments of each partner, and whose implementations will occur through the Action Plan. The methodological guidelines have been approved in joint sessions with Project Partners, so that the methodological guidelines fit with other logistic and organizational aspects and needs coming from the other activities of the TRAM Project.

The coming sections of this report describe the dialogue process within the Blekinge Local Stakeholder Group (section 2), the Best Practices identification (sections 3-8) and the Action Plan itself (section 9).

2 A TRAM dialogue process in the Blekinge Local Stakeholder Group

The main strategies scrutinized in the TRAM stakeholder dialogue process in Blekinge were:

- The Regional Development Strategy (Attractive Blekinge) 2014-2020 that is currently up for revision
- Regional Biking Strategy for Blekinge 2018-2029
- County Transport plan (Länstransportplan) for Blekinge 2018-2029
- Sustainable Blekinge – regional program for the Swedish environmental goals 2017-2020
- Regional Strategy for Public Transport (trafikförsörjningsprogram) for Blekinge 2016-2019

The TRAM issues and solutions have been discussed at several dialogue meetings during the revision of the Regional development Strategy under the theme of sustainable transport systems:

- 10 and 12 January 2018. Growth Forum Blekinge.
- 25 January 2018. Culture Managers.
- 25 January 2018. Blekinge Competence Council.
- 1 February 2018. Strukturbild Blekinge.
- 2 February 2018. Region Blekinge Senior Management Team.
- 8 February 2018. South Swedish Chamber of Commerce (Sydsvenska Handelskammaren).
- 14 February 2018. Region Board Work Group (arbetsutskott).
- 20 February 2018. Region Cooperation South (regionsamverkan Syd).
- 21 February 2018. Region Managers Group.

This dialogue had a direct influence on the revised Regional Development Strategy for 2014-2020:

"In order to meet the development that takes place in Blekinge and our world, we need to handle an increased need for, among other things, commuting and sustainable freight transport by improving infrastructure, public transport and increasing use of sustainable, efficient and renewable fuels. The municipalities, together with Region Blekinge, play an important part in physical planning to promote pedestrian, bicycle and public transport and reduce car dependency. ... Good quality of life and access to a developing working life require good and sustainable transport. With good public transport and a well-developed digital infrastructure, we connect Blekinge municipalities and Blekinge with southern Swedish regions in larger and more complete labor market areas. ... Development takes place in

community planning, where housing construction and activities are linked with public transport and better cycling opportunities. ... High-frequency local and regional public transport with short travel times provide alternatives to the car where many trips are made. A development of local traffic is important for the rural needs of public transport."

The Regional Development Strategy also suggest indicators, including: Travel by public transport, share of renewable fuels in the transport sector and number of km new cycle paths.

The further dialogue connected to the TRAM project went beyond the Regional Development Strategy and was channeled through a series of formal regional stakeholder meetings and seminars, including:

- 2 November 2017. Meeting with the Swedish National Board of Housing, Building and Planning the central government authority assorted under the Ministry of Enterprise and Innovation, dealing with all national level housing, building and planning issues. Also sustainable mobility in urban areas. TRAM and GP's presented. TRAM participants, Mathias Roos and Henrik Ny.
- 12 January 2018. Meeting with two of the five of Blekinge's municipalities (S2: Karlskrona and S3: Karlshamn). TRAM and GP's presented and discussed. TRAM participant, Mathias Roos.
- 13 February 2018. TRAM and GP's presented and discussed at sustainable mobility workshop in Karlskrona. Participants were from many organizations, including stakeholders like the transporter FoodTankers. TRAM participants, Mathias Roos and Henrik Ny.
- 16 February 2018. TRAM and GP's presented and discussed together with regional stakeholders S2, S3, S5, S6, S7 as well as Blekinge County Council and the national authority Swedish Transport Administration. TRAM participant, Mathias Roos.
- 23 August 2018. Mathias Roos and Henrik Ny sketched the draft TRAM action plan for Blekinge.
- 17 September 2018. Henrik Ny gathered a local stakeholder group at BTH on how to accelerate the transition towards fossil free and sustainable transport in Blekinge. The draft TRAM action plan was also presented, and feedback gathered. Participants came from Region Blekinge, The County, Karlskrona and Ronneby Municipalities, The NetPort Energy Cluster and Energy Agency Southeast.
- 25 October. Meeting between Karlskrona municipality and BTH about the work with the new traffic strategy for Karlskrona and how the TRAM actions fit into that.
- 29 October 2018. Meeting between Region Blekinge and BTH about potential projects for speeding up the sustainability transition of public transport
- 30 October 2018. Meeting between Region Blekinge, BTH and the County Authority about how to cooperate around the new regional strategy for renewable fuels and electric vehicle charging infrastructure that the Swedish government has asked for from the regional County Authorities. The Blekinge TRAM action plan was mentioned.
- 23 November 2018. Meeting between Region Blekinge and BTH on how to cooperate with scenario building for the new regional development strategy. The TRAM action plan will support this work.
- 11 December 2018. Meeting between BTH and Climate cooperation Blekinge. Presentation about plans for sustainable mobility in the region including biking and demand responsive public transport as described in TRAM.
- 17 January 2019. Meeting between BTH and County Administrative Board on spreading requirements for sustainable mobility including activities like biking and DRT.
- 8 February 2019. Meeting between BTH and Region Blekinge with focus on new project for sustainability scenarios 2050. The TRAM Action Plan will support this work.
- 14 February 2019. Presentation of the Action Plan at regional event for sustainable development organized by Netport energy cluster in Karlshamn. Participation in the exhibition organized in conjunction to the event.

- 8 March 2019. Presenting sustainable mobility actions including TRAM at a stakeholder event preparing for the new Regional development strategy

3 Defining 'lively issues' and potential solutions

The first part of the the stakeholder dialogues was led by the Project Partner Region Blekinge (Mathias Roos) and resulted in two things: a list of current 'lively issues' that are considered to be particularly important to deal with at the regional level and some potential suitable solutions to those issues.

Table 1 Listing and prioritization of the lively issues.

#	Title of the issue	Description of the issue and what might be required to deal with it	Importance[A]	Potential improve-ment area(s)[B]
		(short text explanation)	*1 / 2 / 3*	
1	**Inefficient mobility behaviours**	Climate-affecting emissions are reducing in Blekinge, however at a slow pace. The largest emissions are from the transport sector. Travel habits need to be changed for the benefit of public transport, cycling and walking. Current market share of public transport is 16 %. There is likely a a need to conduct a travel habit survey; to develop sustainable bike, moped and car pools and to inform about public transport systems and sustainable commuting.	*3*	*Green transport*
2	**Insufficient use of renewable fuels**	Climate-affecting emissions are reducing in Blekinge, however at a slow pace. The largest emissions are from the transport sector. Current share of renewable fuels in the transport sector in Blekinge is 16 % (9 % in 2013). To develop the region's renewable fuel infrastructure there is likely a need for new projects, raised knowledge of renewable fuels at public level actors and companies, identification of large users of fossil energy and suggestions for renewable alternatives.	*3*	*Green transport*
3	**Insufficient public transport flexibility and accessibility**	Most public transport services remain focused on providing local, analoguous and timetable-fixed bus services. Public transport (PT) is strictly regulated by traditional organisational schemes and a supply-oriented approach to service provision. Multiple public authorities organise parallel transport services for various target groups including regular public transport (RPT) for work commuters, demand-responsive transport (DRT) for elderly, special transport services (STS) for sick, disabled, children etc. without coordination resulting in low cost-effectiveness. Public transport needs to offer a realistic alternative to the car and attract work commuters to ensure sufficient economic viability and contribution to sustainability.	*3*	*Transport policies / ITS / Green transport*
4	**Insufficent equality in transport system**	There are systematic differences between women's and men's climate impact linked to differences in lifestyles and consumption patterns - especially when in mobility/transport. A first step to dealing with gender issues in the action is to work with visibility and knowledge raising about such differences.	*2*	*Transport policies*

A. Evaluation scale: 1 (useful but not important), 2 (Important but not critical), 3 (critical)

B. Transport policies / ITS /Green transport

4 Linking lively issues to good practices

The second part of the dialogues was led by the Blekinge ITRE expert (Dr. Henrik Ny and linked the four lively issues to suitable Good Practices (GPs) from the list gathered within the five regions of TRAM.

Table 2 Linking issues to Good Practices.

Issue nr. 1	**Why the actual GP might help solving this issue?** *(short description)*	**Are there any further details / info needed by the presenter?** *(short description)*
GP nr.7 (Bicipolitana Pesaro)	To follow this example and transform an entire city and via bicycle paths connect neighborhoods and peripheral areas with the city center and important destinations, would increase the attractiveness of using the bicycle as an alternative to private cars.	
GP nr.10 (Ciclogreen)	An incentives program that can be an important motivator for citizens can be powerful in changing behaviours. Combined with use of data for planners is a very attractive possibility for a region and its municipalities.	
GP nr.12 (Cycling Plan of Seville)	A comprehensive cycling plan for a city with dedicated cycle paths increases the attractiveness of the bicycle as a means of transport. The need for a political will for bringing forward a strategy like this is evident.	
GP nr.13 (Cycling Plan of Andalusia (PAB))	A regional context for bicycles, connecting city plans with longer distance bike rides for commuting and also leisure and tourism.	
GP nr.14 (Pedestranisation Plan of Seville Downtown area)	Bold political move to transform the city center to deal with issues of pollution, safety etc. The approach to put in motion a comprehensive plan is very good, not breaking the challenge down into too small pieces.	
GP nr.18 (Priority for cyclists in Aarhus.)	Again to increase the attractiveness of bicycles, giving cyclist right of way in traffic would be a very powerful incentive to change behaviors.	
GP nr.45 (Cycle path construction between Berettyóújfalu and Oradea)	Dedicated parts of infrastructure adds to the attractiveness of bicycling.	

Issue nr. 2	**Why the actual GP might help solving this issue?** *(short description)*	**Are there any further details /**

		info needed by the presenter? *(short description)*
GP nr.16 (The renewal of the public bus fleet of TUSSAM (Seville) from diesel to CNG)	The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. If a critical mass in number of users can be achieved then this will be a more attractive market for providers of technology and services, etc. Still, this GP represents a risk of becoming a 'dead end' since it in itself does not take us to fossil freedom and sustainability and might lock in resources needed for the remaining necessary steps towards electric and renewably sourced vehicles.	
GP nr.17 (Electric mini buses in Córdoba)	The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. If a critical mass in number of users can be achieved then this will be a more attractive market for providers of technology and services, etc.	
GP nr.19 (Mörrum biogas plant)	A good way of turning household waste and waste from agriculture directly into renewable fuels.	
GP nr.22 (HVO100).	Sustainable business model based on alternative fuel and its distribution network	
GP nr.32 (Procurement and introduction of CNG-fuelled public bus fleet)	The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. If a critical mass in number of users can be achieved then this will be a more attractive market for providers of technology and services, etc. Still, this GP represents a risk of becoming a 'dead end' since it in itself does not take us to fossil freedom and sustainability and might lock in resources needed for the remaining necessary steps towards electric and renewably sourced vehicles.	
GP nr.33 (CNG fuel station open for public)	Opening up for the general public to fuel is an effective approach. The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. If a critical mass in number of users can be achieved then this will be a more attractive market for providers of technology and services, etc. Still, this GP represents a risk of becoming a 'dead end' since it in itself does not take us to fossil freedom and sustainability and might lock in resources needed for the remaining necessary steps towards electric and renewably sourced vehicles.	

Issue nr. 3	**Why the actual GP might help solving this issue?** *(short description)*	**Are there any further details / info needed by the presenter?** *(short description)*
GP nr.4	Reducing the social and economic gap between less accessible areas and urban areas through local	

(TWIST - Transport With a Social Target)	implementation of different patterns of DRT (Demand Responsive Transport). The introduction of e.g. on-demand bus services is expected to facilitate the access from disadvantaged and remote areas to more developed areas, offering opportunities of commercial exchanges, job search and social-health assistance.	
GP nr.6 (ATTAC - Attractive Urban transport, accessible cities)	Most transport starts and ends in urban areas, thus they should provide efficient interconnections for transportation networks. ATTAC cities/regions (important nodes of the EU transportation network) are facing increasing mobility needs, intensified suburbanization, escalating traffic flows and congestion. A major reason of congestion in ATTAC areas is the ever growing use of private cars. The reduction of car use and the shift to sustainable transportation modes would be crucial, but public transport (PT) is often perceived by customers as uncomfortable and rigid. ATTAC helps stimulating the use of PT as a really competitive alternative for private car use.	
GP nr.31 (Zoo bus in Miskolc)	Thsi Zoo bus is a good and straight-forward Demand-responsive public transportation (DRT) scheme	

Issue nr. 4	**Why the actual GP might help solving this issue?** *(short description)*	**Are there any further details / info needed by the presenter?** *(short description)*
GP nr.5 (MyCicero)	Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.	
GP nr.11 (The travel card in the metropolitan	Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.	

areas of Andalusia)		
GP nr.25 (Sustainable public transport planning and management model in Blekinge)	Equality is a cornerstone of the concept and impact analyses are made based on different user groups.	
GP nr.39 (Pony - Car sharing system)	Gives easier access to cars for people who do not have the opportunity to have a private car. It is more common that women do not have access to a car so this GP could help to reduce the inequality around this issue.	
GP nr.42 (Mobility packages to attract employees to use public transport in Bistriţa**)**	Increases the attractiveness and possibility for more people to use the public transport system. This should therefore also increase the opportunities for more equal use.	

5 Evaluating potential value of good practices and filtering them

In table 3 the Blekinge ITRE expert (Dr. Henrik Ny) and the Blekinge Project Partner listed which GPs that potentially addressed which of the four identified lively issues from table 1 and those GPs that did not address any issue or were otherwise not considered relevant for further assessment were filtered out (in red). GPs 19 to 27 were omitted here for the Blekinge TRAM action plan purposes since they were already implemented in Blekinge and previously submitted for spreading within TRAM.

Table 3. Potential relevance of the Good Practices.

GP ID	Nr. of issues addressed by Importance			Nr. of issues not addressed	Justification of being filtered out for Blekinge (PP3)
	1 (low)	2 (medium)	3 (high)	0	
GP nr.1			1	3	Not new here
GP nr.2				4	Irrelevant here
GP nr.3				4	Irrelevant here
GP nr.4			2	2	
GP nr.5			1	3	
GP nr.6			2	2	
GP nr.7		1	1	2	
GP nr.8			1	3	Not new here
GP nr.9			2	2	
GP nr.10			1	3	
GP nr.11			1	3	
GP nr.12			2	2	
GP nr.13			2	2	
GP nr.14			2	2	
GP nr.15				4	Irrelevant here
GP nr.16			1	3	
GP nr.17			1	3	
GP nr.18			2	2	
GP nr.28			1	3	Not new here
GP nr.29			1	3	Not new here
GP nr.30			1	3	Not new here
GP nr.31			2	2	
GP nr.32			1	3	
GP nr.33			1	3	
GP nr.34			1	3	Tram no focus here, too expensive
GP nr.35			2	2	Not new and covered by other GPs
GP nr.36				4	Irrelevant here
GP nr.37				4	Irrelevant here
GP nr.38				4	Irrelevant here
GP nr.39			1	3	
GP nr.40				4	Irrelevant here
GP nr.41			2	2	
GP nr.42			2	2	
GP nr.43			1	3	Tram no focus here, too expensive
GP nr.44				4	Irrelevant here
GP nr.45			2	2	

6 Evaluating good practices

The Blekinge Project Partner, ITRE expert and Local Stakeholder Group, in dialogue, here focused on the GPs from table 3 that were identified as most relevant and more clearly described the impacts both on the lively issues and the economic, environmental and social sustainability.

Table 5 The evaluation of the impact of Good Practices on lively issues and sustainability.

Impact Value: 1 Negative, 2 Neutral, 3 Positive, 4 Very Positive.

GP ID: 4 (TWIST - Transport With a Social Target)		
Impacts on lively issues	Issue 3	4. Overall a very positive impact due to introduction of services to users that currently have no or very limited mobility choices.
Impacts on sustainability	Economic	1. Not yet a viable financial model, expensive concept. A main focus area if DRT is still prioritized.
	Environmental	3. Has the possibility to consolidate existing travels that are done by private cars and use of renewable fuels.
	Social	4. Great social impact for citizens outside normal public transport.

GP ID: 5 (MyCicero)		
Impacts on lively issues	Issue 4	3. Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.
Impacts on sustainability	Economic	2. Not enough information.
	Environmental	3. If the concept increases the market share of public transport, the environmental impact is positive.
	Social	3. Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.

GP ID: 6 (ATTAC - Attractive Urban transport, accessible cities)		
Impacts on lively issues	Issue 3	3. Increased use of ITS solutions means better opportunities for new innovative concepts.
Impacts on sustainability	Economic	3. More efficient use of transport resources.
	Environmental	3. More efficient use of transport resources.
	Social	3. More efficient use of transport resources, more actual use for citizens.

GP ID: 7 (Bicipolitana Pesaro)		
Impacts on lively issues	Issue 1	3. Overall a positive concept.
Impacts on sustainability	Economic	2. Demands infrastructure investments at least early in the concept.
	Environmental	4. Less motorized traffic.
	Social	4. Public health gains.

GP ID: 10 (Ciclogreen)		
Impacts on lively issues	Issue 1	4. Gives user incentives without infrastructure changes. Also provides valuable behaviour data to planners.

Impacts on sustainability	Economic	4. Cost efficient for public authorities and other organizations.
	Environmental	4. Increases market share of non-motorized mobility.
	Social	4. Public health gains.

GP ID: 11 (The travel card in the metropolitan areas of Andalusia)		
Impacts on lively issues	Issue 4	3. Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.
Impacts on sustainability	Economic	2. Not enough information.
	Environmental	3. If the concept increases the market share of public transport, the environmental impact is positive.
	Social	3. Increases the attractiveness and ease of use of public transport for all travelers, thus increasing the opportunity for more equal use.

GP ID: 12 (Cycling Plan of Seville)		
Impacts on lively issues	Issue 1	3. A comprehensive cycling plan for a city with dedicated cycle paths increases the attractiveness of the bicycle as a means of transport.
Impacts on sustainability	Economic	2. Demands infrastructure investments at least early in the concept.
	Environmental	4. Less motorized traffic.
	Social	4. Public health gains.

GP ID: 13 (Cycling Plan of Andalusia (PAB))		
Impacts on lively issues	Issue 1	3. A regional context for bicycles, connecting city plans with longer distance bike rides for commuting and also leisure and tourism.
Impacts on sustainability	Economic	2. Demands infrastructure investments at least early in the concept.
	Environmental	4. Less motorized traffic.
	Social	4. Public health gains.

GP ID: 14 (Pedestranisation Plan of Seville Downtown area)		
Impacts on lively issues	Issue 1	4. The approach to put in motion a comprehensive plan is good, not breaking the challenge into too small pieces.
Impacts on sustainability	Economic	1. Demands costly infrastructure investments at least early in the concept.
	Environmental	4. Less motorized traffic.
	Social	4. Public health gains.
GP ID: 16 (The renewal of the public bus fleet of TUSSAM (Seville) from diesel to CNG)		
Impacts on lively issues	Issue 2	3. The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. Critical mass in number of users, more attractive market for providers of technology and services etc.

Impacts on sustainability	Economic	2. Demands investments at least early in the concept.
	Environmental	3. Better environmental performance and renewable energy.
	Social	3. Less pollution

GP ID: 17 (Electric mini buses in Córdoba)		
Impacts on lively issues	Issue 2	3. The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. Critical mass in number of users, more attractive market for providers of technology and services etc.
Impacts on sustainability	Economic	2. Demands investments at least early in the concept.
	Environmental	3. Better environmental performance and renewable energy.
	Social	3. Less pollution

GP ID: 18 (Priority for cyclists in Aarhus.)		
Impacts on lively issues	Issue 1	3. Increases the attractiveness of cycling.
Impacts on sustainability	Economic	2. Not enough information.
	Environmental	3. Increases the attractiveness of cycling which can lead to increased market share for bicycles.
	Social	3. Public health gains if more people choose the bicycle.

GP ID: 31 (Zoo bus in Miskolc)		
Impacts on lively issues	Issue 3	3. Increases the attractiveness and ease of use of public transport for travels and destinations with limited options earlier.
Impacts on sustainability	Economic	3. Focuses on travels that are only on demand, less empty or almost empty km.
	Environmental	3. Less empty or almost empty km.
	Social	3. Better opportunities for mobility.

GP ID: 32 (Procurement and introduction of CNG-fuelled public bus fleet)		
Impacts on lively issues	Issue 2	3. The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. Critical mass in number of users, more attractive market for providers of technology and services etc.
Impacts on sustainability	Economic	2. Demands investments at least early in the concept.
	Environmental	3. Better environmental performance and renewable energy.
	Social	3. Less pollution

GP ID: 33 (CNG fuel station open for public)		
Impacts on lively issues	Issue 2	3. The more organisations and users change from non-sustainable energy to more sustainable resources, the faster the transition can be. Critical mass in number of

		users, more attractive market for providers of technology and services etc.
Impacts on sustainability	Economic	2. Demands investments at least early in the concept.
	Environmental	3. Better environmental performance and renewable energy.
	Social	3. Less pollution and accessibility for more people to more sustainable fuels.

GP ID: 39 (Pony - Car sharing system)		
Impacts on lively issues	Issue 4	3. Gives easier access to cars for people who does not have the opportunity to have a private car.
Impacts on sustainability	Economic	3. Overall more efficient economic performance.
	Environmental	3. Less individual cars needed.
	Social	3. Increases equality as more people have the option to use a car without owning one.

GP ID: 42 **(**Mobility packages to attract employees to use public transport in Bistrița**)**		
Impacts on lively issues	Issue 4	3. Increases the attractiveness and possibility for more people to use the public transport system.
Impacts on sustainability	Economic	2. Not enough information.
	Environmental	3. Increases the market share of public transport.
	Social	3. Increases the attractiveness and possibility for more people to use the public transport system.

GP ID: 45 (Cycle path construction between Berettyóújfalu and Oradea)		
Impacts on lively issues	Issue 1	3. Dedicated parts of infrastructure adds to the attractiveness of bicycling.
Impacts on sustainability	Economic	2. Demands infrastructure investments at least early in the concept.
	Environmental	3. Less motorized traffic.
	Social	3. Public health gains.

On top of the sustainability dimensions it was also important to evaluate the the 'complexities' or likeliness that GPs can be successfully implemented in a region. Therefore the Blekinge Project Partner, ITRE expert and Local Stakeholder Group, in dialogue, here focused on this issue. First a 'complexity summary' was given for each of the selected GPs (table 6) and then this was followed by a more detailed look into the complexity barriers for each GP (table 7).

Table 6 Scale of evaluation of the complexity dimension

The complexity dimension from high (1) to low (4) difficulty to overcome identified barriers to implementing GPs.

1.Complex changes	Very relevant barriers which might be impossible to overcome
2.Important changes	Important barriers requiring extensive time- and resource-consuming efforts
3.Specific changes	Specific barriers which require intensive but time- and scope-limited efforts
4.Limited changes	Punctual barriers requiring limited and focused efforts

GP ID (GP Name)	Scale of evaluation of the complexity dimension (+ possible comment)
GP ID: 4 (TWIST - Transport With a Social Target)	3
GP ID: 5 (MyCicero)	1
GP ID: 6 (ATTAC - Attractive Urban transport, accessible cities)	2
GP ID: 7 (Bicipolitana Pesaro)	2
GP ID: 10 (Ciclogreen)	3
GP ID: 11 (The travel card in the metropolitan areas of Andalusia)	1
GP ID: 12 (Cycling Plan of Seville)	3
GP ID: 13 (Cycling Plan of Andalusia (PAB))	2
GP ID: 14 (Pedestranisation Plan of Seville Downtown area)	1
GP ID: 16 (The renewal of the public bus fleet of TUSSAM (Seville) from diesel to CNG)	3
GP ID: 17 (Electric mini buses in Córdoba)	3
GP ID: 18 (Priority for cyclists in Aarhus.)	2
GP ID: 31 (Zoo bus in Miskolc)	3
GP ID: 32 (Procurement and introduction of CNG-fuelled public bus fleet)	3
GP ID: 33 (CNG fuel station open for public)	2
GP ID 39 (Pony - Car sharing system)	2
GP ID 42 (Mobility packages to attract employees to use public transport in Bistriţa)	2
GP ID 45 (Cycle path construction between Berettyóújfalu and Oradea)	3

Table 7 The evaluation of complexity. A table for each GP.

Typology label (type of barrier):

- CUL – Social and cultural acceptance,
- CAP – Presence of relevant capabilities and players,
- INS – Institutional integration.

Assessment values (the strength of the barrier from high (1) to low (4)): 1. complex; 2. important; 3. specific; 4. limited.

GP ID: 4 (TWIST - Transport With a Social Target)		
Barrier 1	CUL	3. Other trends in society support possibility to introduce DRT, at least in selected areas.
Barrier 2	CAP	4. Actors and players in the region and close to the region are available and willing.
Barrier 3	INS	2. New business model needed.

GP ID: 5 (MyCicero)		
Barrier 1	INS	1. Current coopeeration and ongoing contracts with other regions makes it impossible to plan for changes related to this issue.

GP ID: 6 (ATTAC - Attractive Urban transport, accessible cities)		
Barrier 1	CUL	2. Overall teliance and perceived freedom of private car use.
Barrier 2	CAP	2. Limited capacity and interest for larger projects.

GP ID: 7 (Bicipolitana Pesaro)		
Barrier 1	INS	2. Financial factors related to comprehensive changes in infrastructure use.

GP ID: 10 (Ciclogreen)		
Barrier 1	CAP	3. Limited experience of actors in taking part in this kind of concept.
Barrier 2	INS	3. Limited experience of organization in taking part in this kind of concept.

GP ID: 11 (The travel card in the metropolitan areas of Andalusia)		
GP ID 11		
Barrier 1	INS	1. Current coopeeration and ongoing contracts with other regions makes it impossible to plan for changes related to this issue.

GP ID: 12 (Cycling Plan of Seville)		
Barrier 1	CAP	3. Limited experience of actors in taking part in this kind of concept.
Barrier 2	INS	3. Limited experience of actors in taking part in this kind of concept.

GP ID: 13 (Cycling Plan of Andalusia (PAB))		
Barrier 1	INS	2. Quite recently finished regional strategy, no political will to update during the coming years.

GP ID: 14 (Pedestranisation Plan of Seville Downtown area)		
Barrier 1	CUL	1. High public objection, business owners etc. Problems with earlier changed parking strategy makes politicians cautious.

GP ID: 16 (The renewal of the public bus fleet of TUSSAM (Seville) from diesel to CNG)		
Barrier 1	INS	3. Very possible concept, already prioritized in different strategies.

GP ID: 17 (Electric mini buses in Córdoba)		
Barrier 1	Label	3. Very possible concept, already prioritized in different strategies.

GP ID: 18 (Priority for cyclists in Aarhus.)		
Barrier 1	INS	2. Politically difficult question to prioritize cyclists.

GP ID: 31 (Zoo bus in Miskolc)		
Barrier 1	CUL	3. Other trends in society support possibility to introduce DRT, at least in selected areas.
Barrier 2	CAP	3. No shortage of actors.
Barrier 3	INS	3. Very possible concept, already prioritized in different strategies.

GP ID: 32 (Procurement and introduction of CNG-fuelled public bus fleet)		
Barrier 1	INS	3. Very possible concept, already prioritized in different strategies.

GP ID: 33 (CNG fuel station open for public)		
Barrier 1	CAP	2. No critical mass yet for private actors providing products.
Barrier 2	INS	3. Possible concept, already prioritized in different strategies.

GP ID 39 (Pony - Car sharing system)		
Barrier 1	CAP	2. No critical mass yet for private actors providing products.

GP ID 42 (Mobility packages to attract employees to use public transport in Bistriţa)		
Barrier 1	INS	2. Currently politically difficult question to urge employers to incentivise their employees to use public transport over existing car solutions.

GP ID 45 (Cycle path construction between Berettyóújfalu and Oradea)		
Barrier 1	CUL	3. Very possible concept, interest from general public.
Barrier 2	CAP	2. Possible concept, finacing can be an issue.
Barrier 3	INS	3. Very possible concept, already prioritized in different strategies.

7 Identifying best practices

To help single out best practices (BPs) the evaluation values were first gathered from tables 5 and 7 (see table 8). Then the most GPs with the strongest barriers (values 1 and 2 for complexity level) were marked in red. Finally our selection focused in on those remaining GPs that had the highest positive impacts on lively issues while having no or few strong barriers identified. This resulted in that GP4, GP10 and GP31 were selected as BPs.

Table 8 The final table for identifying Best Practices (values gathered from tables 5 and 7).

A.Values for lively issues and sustainability: 1 – Negative; 2 – Neutral; 3 – Positive; 4 - Very Positive.
B.Values for barriers: 1. - complex; 2. - important; 3. - specific; 4. - limited.
C. 'Imp' refers to issue importance (see table 1): 1. – Useful but not important; 2. – Important but not critical; 3. Critical

GP nr.	Impacts on lively issues (from table 5)[A]				Overall sustainability assessment (from table 5)[A]			Number of Barriers by complexity level (from table 7)[B]			
	Issue 1 (Imp[C]: 3. Critical)	Issue 2 (Imp[C]: 3. Critical)	Issue 3 (Imp[C]: 3. Critical)	Issue 4 (Imp[C]: 2. Imp. but not critical)	ENV	SOC	ECO	1 Complex	2 important	3 specific	4 limited
4			***4***		***1***	***4***	***3***		***1***	***1***	***1***
5				3	3	3	2	1			
6			2		3	4	2		2		
7	3				4	4	2		1		
10	***4***				***4***	***4***	***4***			***2***	
11				3	3	3	2	1			
12	3				4	4	2			2	
13	2				4	4	2		1		
14	3				4	4	1	1			
16		3			3	3	2			1	
17		3			3	3	2			1	
18	3				3	3	2		1		
31			***4***		***3***	***3***	***3***			***3***	
32		3			3	3	2			1	
33		2			3	3	2		1	1	
39				2	3	3	3		1		
42				3	3	3	2		1		
45	3				3	3	2		1	2	

8 Identifying actions to implement best practices

Here the barriers from table 7 that were related to the BPs were first sorted into Strengths Weaknesses, Opportunities and Threats (see table 10) and then actions were identifed to help overcome the barriers and implement the BPs (see table 11).

Table 10 Barriers from table 7 sorted under SWOTs for each BP to identify

BP1 (GP4)	**Helpful**	**Harmful**
Internal origin	**Strengths (to be named S1, S2, S3, etc)**	**Weaknesses (to be named W1, W2, W3, etc)**
	S1 Increased mobility for more people S2 Better possibility to live in, work in and visit areas that are not easily accessible today.	W1 Difficult to get economic viability W2 Difficult achieving local critical mass
External origin	**Opportunities (to be named O1, O2, O3, etc)**	**Threats (to be named T1, T2, T3, etc)**
	O1 Trend regarding sharing economy is strong in Sweden O2 People want to live also outside the city centers and suburbs	T1 No developed business model

BP2 (GP10)	**Helpful**	**Harmful**
Internal origin	**Strengths (to be named S1, S2, S3, etc)**	**Weaknesses (to be named W1, W2, W3, etc)**
	S1 Does not need any new infrastructure	W1 Limited in time
External origin	**Opportunities (to be named O1, O2, O3, etc)**	**Threats (to be named T1, T2, T3, etc)**
	O1 Easily communicated O2 Many organisations are interested	T1 Not achieving local critical mass

BP3 (GP31)	**Helpful**	**Harmful**
Internal origin	**Strengths (to be named S1, S2, S3, etc)**	**Weaknesses (to be named W1, W2, W3, etc)**
	S1 Increased mobility for more people S2 Better possibility to live in, work in and visit areas that are not easily accessible today.	W1 Difficult achieving local critical mass
External origin	**Opportunities (to be named O1, O2, O3, etc)**	**Threats (to be named T1, T2, T3, etc)**
	O1 Prioritized in existing strategies	T1 No developed business model

Table 11 An example of how an identified action relate to the SWOT analysis for a BP (with brief descriptions)

Best practice ID (Good Practice ID)	Name of identified action	Overcoming Weaknesses (refer to W1,W2,W3, etc)	Overcoming Threats (refer to T1,T2,T3, etc)	Exploiting Strengths (refer to S1,S2,S3, etc)	Exploiting Opportunities (refer to O1,O2,O3, etc)
BP1 (GP4)	Develop-ment and implemen tation of DRT concepts	W1 – Put focus in action to look for viable business models. W2 – Work closely with selected communities from the beginning to tailor concepts to actual needs.	T1 – Making a long term, sustainable business model the main priority.	S1 and S2 – Use these as argument for close collaboration with communities.	O1 – Be inspired and use as good examples. O2 – Find stakeholders that can act as ambassadors.
BP2 (GP10	Incentive driven bicycle campaign	W2 – From the beginning plan for recurring or long term activities.	T1 – Use existing networks and NGO's to take part.	S1 – Use as argument towards decision makers.	O1 – Define enough communications activities and put focus on the marketing aspect. O2 – Work closely together with local business community and other interested stakeholders.
BP3 (GP31)	Develop-ment and implemen tation of DRT concepts	W1 - Work closely with selected communities from the beginning to tailor concepts to actual needs.	T1 – Making a long term, sustainable business model a main priority. Also include BP3 in same action as BP1.	S1 and S2 – Use these as argument for close collaboration with communities.	O1 – Use as argument when preparing for political decision.

9 Defining Action Plan

9.1 Part I – Action Plan General information

Project: TRAM

Partner organisation: Region Blekinge

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NUTS2 region: SE22

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The Action Plan aims to impact: Other regional development policy instrument

Name of the policy instrument addressed: Regional Development Strategy for Blekinge 2014-2020.

9.2 Identified Action 1: Demand-Responsive Transport Schemes (see table 11) Project Hämta

1. **The background** (please describe the lessons learnt from the BP that constitute the basis for the development of the present Action Plan)

   Region Blekinge aims to explore the untapped potential of demand-responsive transport solutions in the region. Based on the best practices in the TRAM project described in chapter 8 in this report, demand-responsive transport (DRT) offers accessibility, availability and reliability for vulnerable groups in sparsely populated areas. The main inspiration came from GP4 Twist, the introduction of e.g. on-demand bus services is expected to facilitate the access from disadvantaged and remote areas to more developed areas, offering opportunities of commercial exchanges, job search and social-health assistance. Second that inspired was GP nr 31 Zoo bus, offering a good and straight forward Demand responsive public service transportation scheme. The main advantage was that DRT can support seamless trips, digitalized business models and flexible, need-oriented service design unlike fixed bus routes. Simultaneously, it offers coordination of services and user groups and has the potential to be significantly more cost-effective than special (medical) transport services. In Blekinge there has already been some preliminary activities in the DRT field within an existing project.

2. **Identified Action** (please list and describe the main steps needed to implement the identified action)

   2.1 Describe the action
   Development and introduction of more, long term demand-responsive transport schemes in Blekinge. Initial test will start in the village of Torhamn in south eastern part of Karlskrona municipality where the current demand for fixed bus routes is not large enough for very frequent timetables.

   Public transport (PT) is strictly regulated by traditional organizational schemes and a supply-oriented approach to service provision. Region Blekinge organizes parallel transport services for various target groups including regular public transport (RPT) for work commuters, demand-responsive transport (DRT) for elderly, special transport services (STS) for sick, disabled, children etc. without coordination resulting in low cost-effectiveness. DRT is a collective label for open-to-all transport services with enhanced service level operating on a fixed route or within a delimited geographical area according to a fixed or flexible timetable or intervals. It differs from STS, to which ride permission is given on medical or mobility grounds. DRT takes different forms but has the common advantage of supplementing integrated solutions with regular public transport (RPT), i.e. buses and trains, and pose a realistic alternative to STS due to its equal flexibility and enhanced service level.

   The Hämta application will be tested in sharp version in the Torhamn area. In case of technical problems with the application there are 4 possible checkpoints per year where technical and programming assistance funded through the project.

   Blekingetrafiken will monitor the number of users, number of downloads of the application and how frequent the application is used for actual travels.

If successful, the concept of will be transferred to other rural parts of Blekinge county.

2.2 Action Justification (Why?)

Demographic change with migration from rural and remote areas to cities is evident in Blekinge. The role of Region Blekinge as a public authority in ensuring non-discriminatory, sustainable accessibility to services, work, leisure activities, education and healthcare is increasingly important in the sense of maintaining living standards in rural areas.

2.3 How to implement the action (e.g. how to Guarantee key success factors, prevent difficulties encountered and reflect on lesson learnt)

The action will be implemented through an internal project within Region Blekinge department of public transport, Blekingetrafiken. The project builds on and strengthens the activities within the 'Hämta' project. The main source of funding is internal. The project format has been very successful for Region Blekinge before, as it gives the opportunity to focus development work in a limited time period, which means that activities are prioritized. The project will exhange experiences with other regions. Earlier there were an intention to incorporate 'Hämta' in a larger Interreg project however it was decided that the administrative burden would be to high and plans changed to focus an internal project as continued 'Hämta'.

2.4 Effects of the action (what happens if the action is implemented?)

The main goal is to introduce at least one working DRT concept during the period 2019-2020. The goal is to make the concept a part of the normal operations of the public transport authority and find a economically sustainable business model for the concept.

More concretely, there are several benefits that are in line with the intent in the relevant policy instrument (The Regional Development Strategy) and in particular towards the third of the lively issues (**Insufficient public transport flexibility and accessibility),** that were identified in table 1, we see these benefits:

- Environmental gains from reduced car dependency
- Social gains from improved access to public transport and thereby better opportunities for the regional inhabitants to take part in public life
- Economic gains from optimising route planning in public transport, especially in rural and sparsely populated areas. The rural population may also gain economically from less car dependency.

2.5 Case of no action (what happens if the action is not implemented? or potential risks)

If the action is not implemented, there will be no accelerated DRT development in the region during the coming years. This means that it will be much harder if not impossible to reach goals of higher market share of public transport in several parts of the region.

3. **Players involved** (please indicate the stakeholder organisations in the region who are involved in the development and implementation of the action and explain their role)

These are the expected players:

- The municipalities of Blekinge (Sölvesborg, Olofström, Karlshamn, Ronneby and Karlskrona) will all be offered to take part as the local communities are located within their areas. The municipalities are also important in order to be able to investigate if their transports (e.g. school transports, home care etc.) could be consolidated within any DRT concept.
- Public transport authority as the strategic and operative planning and procuring body for public transport.
- Private service providers, mainly providing ITS solutions to support DRT development.

4. **Timeframe (2019-2020)**

Semester 7-8 (Apr 2019-Mar 2020) – Follow up
Follow up on the activities within the DRT project (''Hämta") and regional projects ('Combined Mobility in Blekinge') as well as similar initiatives taken by the local and regional authorities in Blekinge. Follow up on indicators.
Semester 9-10(Apr 2020-Dec 2020) – Evaluation of value added
Evaluation of the value added and potential for a wider impact of the TRAM experiences within the portfolio of the local and regional projects and initiatives on demand responsive public transport in Blekinge. Follow up on indicators.

5. **Costs** (if relevant)

   Approximately 240 000 EUR for concept development, communication and testing.

6. **Funding sources** (if relevant):

   No external funding. The project is financed from internal funds with own budgetallocation.

7. **Indicators:**
   Number of new versions of the 'Hämta' applications.
   Number of registered trips through the application.

9.3 Identified Action 2: Incentive-driven biking campaign (see table 11)

1. **The background** (please describe the lessons learnt from the BP that constitute the basis for the development of the present Action Plan)

   In chapter 8 the selecetion process of the GP's is more described in detail. The main inspiration came from GP nr 10 from Spain. The incentive driven bicycle program can be an important motivator for the citizens and be powerful in changing behaivours. The data collected with use is important for planners in regions and municipalities.

   There is a need to influence the behavior of citizens in Blekinge and nudge them into more sustainable alternatives for mobility. Climate emissions are decreasing slowly in Blekinge and the transport sector is the biggest source of emissions. Private cars are the main source of transportation for many and public transport has a market share of around 15 percent. At the same time public health issues are gaining focus, related to e.g. productivity losses at work places due to declining health among workers. A newly adopted bicycle strategy gives direction for short and long term development, but action is needed to motivate more people to see the bicycle as an alternative means of transport. There is a need to get a better understanding of the residents' behavior, values and attitudes related to biking. There have biking campaigns suggested in various forms before. So it would be welcome to concretize and strengthen this through TRAM. The biking efforts that TRAM will support and evaluate is Cyckelkampen a part of a broader project called 'Combined Mobility in Blekinge' that aims to reduce carbon dioxide emissions from personal mobility at large, including a regional biking campaign.

2. **Identified Action** (please list and describe the main steps needed to implement the identified action)

   2.1 Describe the action

   A Blekinge wide bike challenge, focusing on increasing cycling to work, study and leisure activities and at the same time gather knowledge about the bikers' travel patterns. The actions should contribute to increased active mobility in Blekinge, which is of significant importance for the growth of the regional business sector as accessibility to the labor market increases. In a longer perspective it contributes to an attractive region with a transport efficient society with less noise, better air and better environment. Incerased mobility can also contribute to increased gender equality, equal opportunities and non-discrimination.

   The project Cykelkampen is divided into three parts:

   The first part is the technological plattform which will be co-owned by Region Blekinge. Netport and BTH will assist with technical devlopment. In the plattform the competition which is the secon part of the project to be arranged. When the citizens choose to take part in the competition they will use the plattform to log their bicycle data. This data can be analyzed and used in future infrastructure planning and spacial planning. The aim is that the plattform will last also after the project liftime is over.

The second part the competition as such will be aimed at all citizens above 16 years of age. It will arrange in several stages over time in order to observe how the bicycle behaviour changes over time.

The third part is information and knowledge raising activites with a clear aim to raise the awarness of traffic saftey, legislation for bicyling and so on. One example is information activites together with the municipalities in Blekinge. It is important to meet the citizens and inform in person. This is also a part of the marketing of the competition.

2.2 Action Justification (Why?)

For the third consecutive year, the annual km traveled per inhabitant increased in Blekinge, which contributes to climate affecting emissions. In addition, the current behavior and habits contribute to the ineffective use of vehicles and infrastructure.

In the recently adopted cycle strategy, county-wide work with behavioral measures has been identified as an important measure. In the regional transport plan there are currently physical measures available transport infrastructure, but there are no means for behavioral action. There are no ongoing actions in the region today linked to behavioral actions regionally to reduce climate impact from passenger transport.

2.3 How to implement the action (e.g. how to Guarantee key success factors, prevent difficulties encountered and reflect on lesson learnt)

Use an incentive based actions, inspired by Ciclogreen. It has been tested in other regions and the basic concept can effectively be transfered to Blekinge. There are many lessons learned in other regions which are fed into Blekinge's concept in the planning stages. The action is carried out with public and private organisations and relevant expert organisations.

2.4 Effects of the action (what happens if the action is implemented?)

Blekinge sees a lasting increased market share for bicycle as the mean of transport related to commuting for work and studies as well as leisure and tourism travel.

More concretely, there are several benefits that are in line with the intent in the relevant policy instrument (The Regional Development Strategy) and in particular towards the first of the lively issues (**Inefficient mobility behaviours**) (**,** that were identified in table 1, we see these benefits:

- Environmental gains from reduced car dependency
- Social gains from improved access to active transport and the health benefits this would likely involve.
- Economic gains from healthier citizens and a lower need for private cars and public transport and thereby also a lower need for new costly road infrastructure.

2.5 Case of no action (what happens if the action is not implemented? or potential risks)

The current patterns and modes of travel will continue to develop in the non preferable direction.

3. **Players involved** (please indicate the stakeholder organisations in the region who are involved in the development and implementation of the action and explain their role)

   Apart from Region Blekinge all Blekinge's municipalities as some of the largest employers in the region are taking part. Energy Agency Southeast Sweden (general sustainability experts) are leading planning and coordinating the overall action and staff from Region Blekinge will perform the follow up on the actions.

4. **Timeframe (2019-2020)**

Semester 7-8 (Apr 2019-Mar 2020) – Follow up
Follow up of ongoing development processes in the biking area through inspiration from the TRAM experiences. TRAM project will monitor and evaluate the and activities in Cyckelkampen, a part of 'Combined Mobility in Blekinge' project that aims to reduce carbon dioxide emissions from personal mobility at large) as well as similar initiatives taken by the local and regional authorities in Blekinge. Follow up on indicators.
Semester 9-10 (Apr 2020-Dec 2020) – Evaluation of value added
Evaluation of the value added and potential for a wider impact of the TRAM experiences within the portfolio of the local and regional projects and initiatives on demand responsive public transport in Blekinge. Follow up on indicators.

5. **Costs** (if relevant)

   Approximately 230 000 EUR.

6. **Funding sources** (if relevant):

   ERDF
   National funding

7. Indicators

   Number of participants in Cykelkampen.

   Number of travel pattens registered.

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