

D4.3.2 TRANSNATIONAL WORKSHOP WITH CLUSTERS AND REPORT

Work package 4
Transferring

Version 0.2
Date 29/01/2021

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1. Introduction

a. The Green mind project

The Green mind project transnational challenge is the development of economic competitiveness and innovation in the green and smart mobility industry, by strengthening regional and transnational cooperation between businesses, research bodies and authorities.

More in detail, Green mind aims at:

- testing new market intelligence, public funding screening, B2B matchmaking services for SMEs;
- building a transferable model of the tested services for clusters and agencies;
- setting up a transnational innovation network involving authorities, business and research;
- implementing a transfer programme targeted to clusters and agencies to foster their transnational activities; and
- delivering a policy support programme to mainstream the project results based on the Smart Specialization Strategies of the involved regions

Being active in a context of fast technological advancements and stricter environmental policies, Green mind has the objective of strengthening the transnational activities of clusters and agencies to support SMEs systems in exploiting the market opportunities and tapping the raising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy, and IT.

More specifically, Green mind focuses in the following products and services: clean fuels and infrastructures, green and automated vehicles, Mobility as a Service, new business models for green & smart mobility.

Green mind's transnational approach lies in a joint learning, knowledge sharing and capacity building process for innovation in the MED area and involves eight partners from eight different regions in the Mediterranean, these are– Emilia Romagna, Central Macedonia, Andalucía, Occitanie, Jadranska Hrvatska, County of Istria, Sarajevo, and Vzhonda Slovenija.

2. Transnational workshop with clusters and report

WEBINAR, 28 JANUARY 2021, 14:30 CET

Mobility for sustainable tourism and territorial competitiveness

Mobility services and infrastructures are key assets in the tourism business. They foster accessibility to touristic sites and drive territorial competitiveness. Planning and delivering sustainable mobility systems for tourists provide value to local businesses and touristic resources protection. The webinar involves policy makers, transport nodes and providers, touristic businesses and research bodies to share experience and practices concerning challenges and opportunities in building sustainable and attractive mobility systems for tourists. The webinar also aims at identifying key themes for future regional and European projects.

The webinar is part of the Green Mind Interreg MED project final conference on 28 and 29 January 2021.

Time	Topic
14.30 – 14.45	Welcome speech, Matteo Fornasini, Councillor for Tourism, City of Ferrara
14.45 – 15.00	Ferrara challenges and opportunities: Stefano di Brindisi, <i>Sole Administrator</i> and Chiara Franceschini, <i>EU projects coordinator</i> , S.I.PRO. Ferrara
15.00 – 15.15	Vision and projects for shared and green mobility in Rimini, Roberta Frisoni, <i>Councillor for Mobility</i> , City of Rimini
15.15 – 15.30	Mobility in touristic destinations: cruises and cities, Fabio Tomasi, <i>Head international projects</i> , Area Science Park
15.30 – 15.45	Mobility applications for sustainable tourism in Greece, Georgia Ayfantopoulou, <i>Research Director - Deputy Director</i> , CERTH, Hellenic Institute of Transport
15.45 – 16.00	Creating intermodality and promoting cycling (tourism) in Zadar, Paulo Sarić, <i>Project manager</i> , Zadra Nova - Zadar County Development Agency
16.00 – 16.15	Looking at the future: how innovation is changing mobility, Matthew Clark, <i>Associate</i> , Steer
16.15 – 16.30	Q&A

The final Green mind workshop took place on 28th of January 2021 and focused on sustainable mobility services and infrastructures and their importance to the tourism business. The online event involved policy makers, transport providers, touristic businesses, cultural and businesses associations, and research/high educational bodies to share experience and practices concerning challenges and opportunities in building sustainable and attractive mobility systems for tourists. Over 45 stakeholders from all eight Green mind partner regions attended to the online event.

The workshop was opened by Matteo Fornasini, Councillor for Tourism of the City of Ferrara, who welcomed all participants and stressed the importance of sustainable mobility solutions for the tourism sector. Stefano di Brindisi, Sole Administrator and Chiara Franceschini, EU Project Coordinator at SIPRO Ferrara then spoke as hosts of this online event and presented the agenda. Ms Franceschini also presented a study carried out by SIPRO in the Ferrara on mobility issues for sustainable tourism, including the current challenges and opportunities Ferrara is facing.

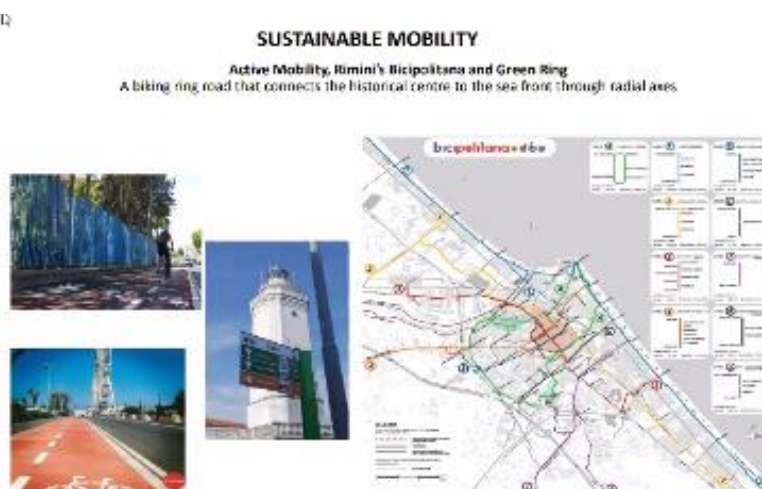
The following five presentations with experiences and best practice cases of mobility for sustainable tourism was moderated by Alberto Preti, Associate at Steer.

In the first presentation, Roberta Frisoni, Councillor for Mobility of the City of Rimini, spoke about the vision and projects for shared and green mobility in the popular Italian holiday destination. Ms Frisoni outlined the recent changes in Rimini cityscape and showed pictures of the new city centre, where car parks have been converted into parks and one of the main bridges has been closed to car traffic. The city administration wants to give even more space to active mobility actors such as pedestrians, cyclists or runners.

An ambitious project plans to transform the coastal area by eliminating selected roads and parking spaces and replacing them with parks and pedestrian zones. In addition, a biking ring road is planned to connect the historic centre with the sea front.

The following presentation focused on mobility for cruise ship passengers at tourist destinations. Fabio Tomasi, Head of the Project Development Unit at Area Science Park, presented a transnational project co-financed by the European Regional Development Fund, gathering partners from Albania, Croatia, Italy, Portugal and Spain to address the challenges related to the transport of cruise passengers in tourist destinations. Mr Tomasi shared the experience of pilot bike-sharing stations in the ports of Valencia and Ravenna and explained the factors that play a crucial role in the success of this type of active mobility schemes.

Next, Dr Georgia Ayfantopoulou, Research and Deputy Director at the Hellenic Institute of Transport, emphasised the relevance of the tourism sector for Greece, which is one of the most important factors for its economic development. Dr Ayfantopoulou further explained that even though tourism is not directly linked to the transport sector, all tourism activities make direct or indirect use of transport networks. Consequently, most of the measures in the tourism sector concern the improvement of the transport infrastructure. She also presented several mobility measures and applications for sustainable tourism in Greece, focussed on interconnection and multimodality (physical and digital), the promotion of active modes (walking, cycling, etc.), the modernisation of transport infrastructure and services ..



Paulo Sarić, Project manager at Zadra Nova, the development agency of Zadar County, focused his presentation on creating intermodality and promoting cycling for residents and tourists in Zadar in Croatia. Mr. Sarić presented in which way and with which measures the county wants to promote the use of cycling as a core means of transport.

Last but not least, Matthew Clark, Associate at Steer, took a look into the future and how innovation will change mobility. Mr Clark focussed on EV infrastructure, shared mobility and new emerging services, and their implications for tourist areas. He highlighted key questions that policy makers and investors must answer with reference to objectives, potential use cases, demand, funding, commercial models and management schemes.



PRESENTATION OF THE SPEAKERS

15.00 – 15.15: Vision and projects for shared and green mobility in Rimini, Roberta Frisoni, *Councillor for Mobility, City of Rimini*

Roberta is Councillor for Mobility at the City of Rimini, which is a highly touristic destination in Italy and Europe. Roberta has a wealth of experience in the transport sector including transport consultancy. Moreover, she was President of the Board at Rimini Mobility Agency and she is now responsible for mobility as Councillor at the City of Rimini. Her expertise merges the policy and business-economics perspectives in the transport sector. We are very pleased to hear from her about the vision and projects she is undertaking in Rimini.

15.15 – 15.30: Mobility in touristic destinations: cruises and cities, Fabio Tomasi, *Head international projects, Area Science Park*

Fabio is head of international projects at Area Science Park, which is an innovation hub and ecosystem based in Trieste (Italy) engaged in national and international projects. Fabio has coordinated multiple international projects in the fields of sustainable mobility, innovation and energy efficiency. These included sustainable urban mobility planning, intermodal transport, and transport services at touristic destinations. Today he is presenting the results of the LOCATIONS project (which focussed on sustainable mobility at cruise destinations) and additional results of European project he has managed.

15.30 – 15.45: Mobility applications for sustainable tourism in Greece, Georgia Ayfantopoulou, *Research Director - Deputy Director, CERTH, Hellenic Institute of Transport*

Georgia is Research Director and Deputy Director at the Centre for Research & Technology Hellas. She is also the Managing Director of the Thessaloniki Technology Park. She has a highly international profile by training and research experience, with professional and academic expertise in multiple fields, including traffic and transport systems management, telematics applications in transport, maritime transport and urban transport. We are pleased to hear from her about projects focussed on mobility applications for sustainable tourism in Greece.

15.45 – 16.00: Creating intermodality and promoting cycling (tourism) in Zadar, Paulo Sarić, *Project manager, Zadra Nova - Zadar County Development Agency*

Paulo is Senior Advisor and Project Manager at Zadar County Development Agency in Croatia. He is bringing the experience in Zadar city and county concerning projects for sustainable mobility for tourists with the aim of reducing congestion, especially in the summer season. In particular, Paulo has managed the MOBILITAS project (funded by Interreg MED) which is providing valuable insights on the topics of sustainable mobility and tourism, and specifically on inter-modality and cycling.

16.00 – 16.15: Looking at the future: how innovation is changing mobility, Matthew Clark, Associate, Steer

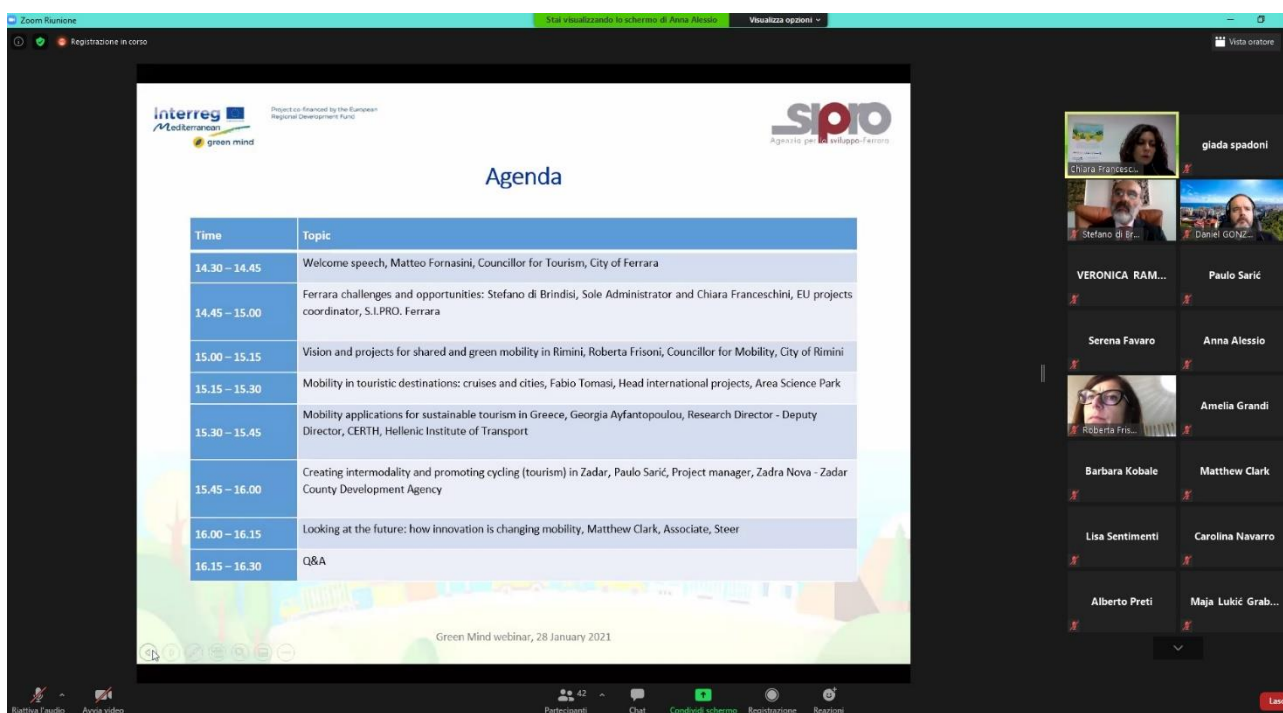
Matt is a colleague, Associate at Steer, in London. He leads Steer technology and new mobility team working with a wide range of public and private sector clients. He helps clients to understand and quantify how new transport innovations can fit into our urban and regional areas. His areas of work include bike sharing, car sharing, on-demand taxis, micro-transit, micro-mobility hubs, and autonomous vehicles. Today he brings fresh perspectives on how innovation is changing mobility.

TARGET GROUPS INVOLVED

Project partners	LP, SIPRO (Italy): Chiara Franceschini, Anna Alessio, Giada Spadoni PP1, CERTH (Greece): Sofoklis Dais, Maria Stefanidou, Georgia Ayfantoupoulou PP2, ASCC (Spain): Veronica Ramirez, Manuel Copel Ruiz, Daniel Gonzales Bootello, Olga Aguilera PP3, AFT (France): Sarah Konéke, Emilie De Miguel PP4, IDA (Croatia): Jelena Nikolic PP5, SERDA (Bosnia and Herzegovina): Maja Lokic Grabovac PP6, eZAVOD (Slovenia): Barbara Kobale, Ksenija Napast, Darko Fercej PP7, County of Split (Croatia): Martin Bucan, Kastelanac Ana, Ana Goatti, Damir Caric
Sectoral agency	Sabina Sneider, Mojca Doberšek (RRA-Podravje); Tomislav Balic (Dugopolje agency); Nicola Cracchi (Dedagroup); Paulo Sarić (Zadra Nova); Martina Vallerotonda (Cueim Roma); Lara Pérez (Rurap); Lisa Sentimenti (Aess Modena); Nadira Berbić Azra Merzic (Cener21); Fabio Tomasi (Area Science Park); Oscar Formaggi (Ami Ferrara); Mateja Jamnik (jasa association)
Business support organisation	Amelia Grandi, Valentina Succi (CNA)
Enterprise, except SME	Transnational workshop 28/01/2021: Matthew Clark (Steer group)
General public	Transnational workshop 28/01/2021: Zdenka Wltavsky; Klavdija Gornik, Georgios Kapousizis
Higher education and research	Transnational workshop 28/01/2021: Emilio Urbinati, Serena Favaro (Ca' Foscari); Valeria Villalobos (Studio Unibo); Natali Dologlou (NTUA);
Infrastructure and (public) service provider	Transnational workshop 28/01/2021: Carolina Navarro (Fundacion Valenciaport)
Local public authority	Transnational workshop 28/01/2021: Roberta Frisoni-Municipality of Rimini; Matteo Fornasini, Mary Minotti, Erika Bertazzo (Municipality of Ferrara); Andrea Baric, Toni Jerković (Municipality of Split) Urška Smukavec (Municipality of Bohinj)

SME	Transnational workshop 28/01/2021: Anda Karagianni (Praxisplus); Vida Perko (Academia); Sergio Fortini (Progetto Canape); Lejla Softić (Savjetnik)
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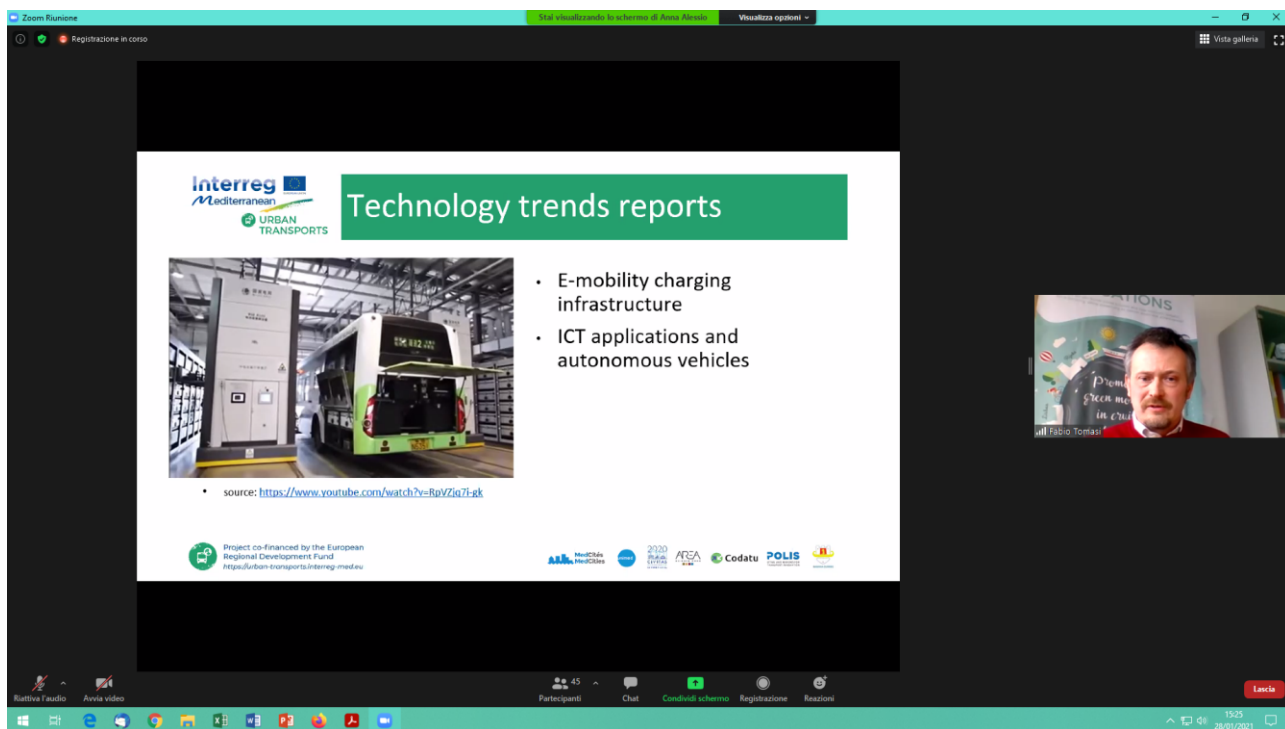
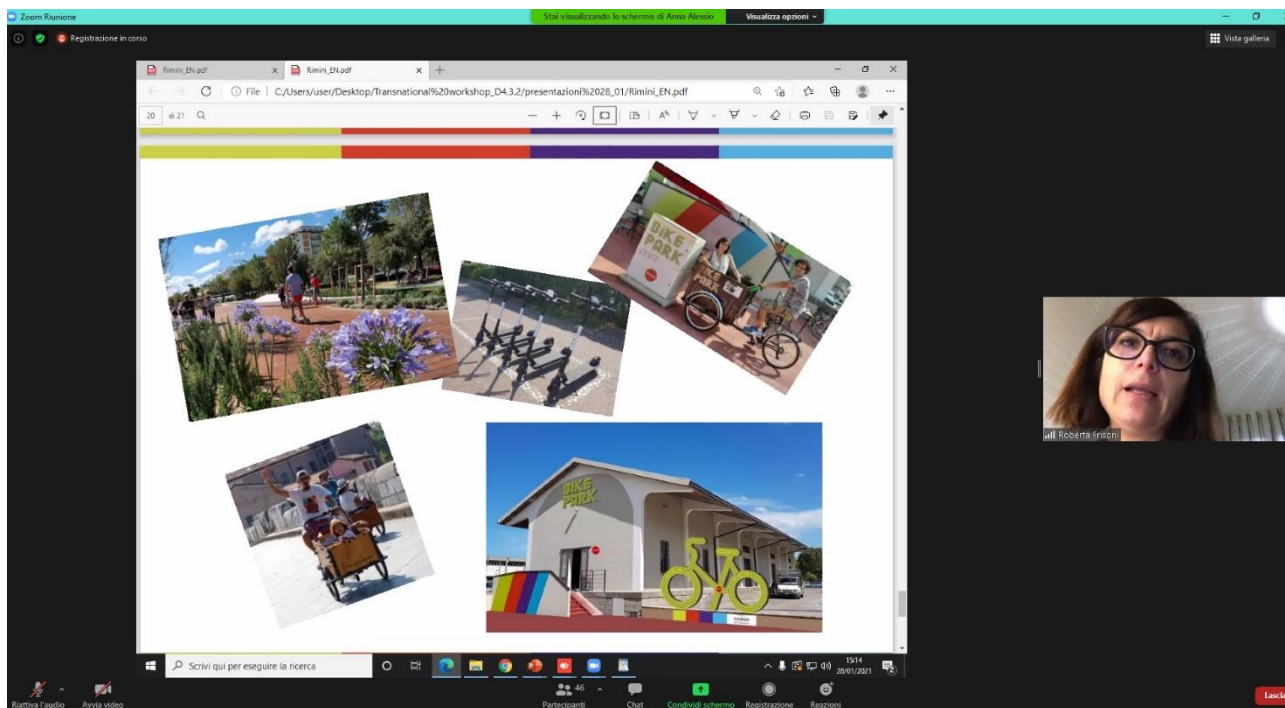
PICTURES



Agenda

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Green Mind webinar, 28 January 2021



Zoom Riunione

Titolo visualizzato in schermo di Anna Alexiou

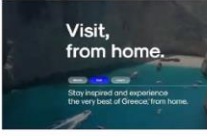
Visualizza opzioni

Registrazione in corso

Vista gallery

Mobility measures/applications for sustainable tourism

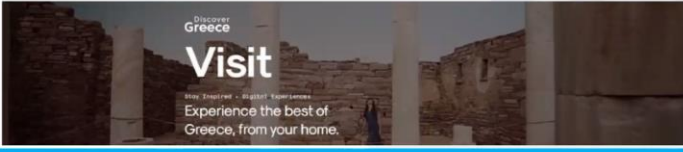
Digital tourism



Visit, from home.
Stay inspired and experience the very best of Greece, from home.

GREECE from home – platform for virtual travellers
To help people from all over the world stay in touch with the country and its culture

- For people (future travellers) to discover destinations and be inspired by the country's beauties
- For tourism professionals to brush up on their digital skills



Discover Greece
Visit
New experience • Digital experiences
Experience the best of Greece, from your home.

36 Partecipanti

Chat

Condividi schermo

Registrazione

Reazioni

16:00 28/05/2021

Georgina Avantooulou

Zoom Riunione

Titolo visualizzato in schermo di Anna Alexiou

Visualizza opzioni

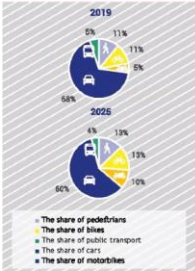
Registrazione in corso

Vista gallery

Joint elaboration of a SUMP at FUA level in coastal areas

PRIORITIES

- Creating an ecological, economic and sustainable transport system
- Increasing the accessibility of public transport to all social groups
- Increasing the quality of public transport
- Optimization of public transport in Zadar County
- Improving transport infrastructure



2019

- 58% The share of pedestrians
- 11% The share of bikes
- 5% The share of public transport
- 17% The share of cars
- 9% The share of motorbikes

2026

- 52% The share of pedestrians
- 13% The share of bikes
- 10% The share of public transport
- 12% The share of cars
- 13% The share of motorbikes

36 Partecipanti

Chat

Condividi schermo

Registrazione

Reazioni

16:13 28/05/2021

Paulo, Sani

Zoom Riunione

Stai visualizzando lo schermo di Anna Alessio

Visualizza opzioni

Registrazione in corso

Vista gallery


Looking at the future how into... x

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4

EV Infrastructure

What does this mean for tourist areas?



- More tourists arriving by Electric Vehicle
- Increased need for EV charging
 - On the strategic road network
 - At destinations (hotels, campsites, etc.)
- Electrification of public transport fleet

Questions to be answered
For both private cars and public transport

- What is demand/potential? (now and in next 5-10 years)
- What are user needs? (e.g. rapid vs. overnight charging)
- What are the commercial models?
- Who are potential delivery partners?

steer

Shared Mobility

Trends

Matthias Clark

Partecipanti 35

Chat

Condividi schermo

Registrazione

Reazioni

19:37 28/05/2021

Lascia