

Project co-financed by the European Regional Development Fund



### **LOCATIONS Final Conference**

**LOCATIONS – Low Carbon Transport in Cruise Destination Cities WP5 – Capitalisation** 

Activity 5.4 Mainstreaming results: Promoting the implementation of LCTPs in and outside the MED area

Deliverable 5.4.2 LOCATIONS final capitalization event

Lisboa E-Nova, Málaga Port, AREA, CIRCE

Work package 5

Deliverable D5.4.2

Date 10/01/2020



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#### 1. Introduction

This report corresponds to the Deliverable 5.4.2 and presents results of the Activity 5.4 "Mainstreaming Results: Promoting the Implementation of LCTPs in and outside the MED area". In this Activity, LOCATIONS has organized the LOCATIONS final capitalization event, in order to promote and disseminate LOCATIONS methodology and outputs of the project, as well as to reinforce synergies with other mobility and tourism related projects in the MED area.

Therefore, this deliverable summarizes the methodology and results of the LOCATIONS final capitalization event.

#### 2. Description of the event

The final event was focused in the LOCATIONS Methodology and Outputs with the purpose of exploring the theme of economic and financial support to LCTPs for cruise destination cities requiring at least 50 different stakeholders of the MED area.

Therefore, the LOCATIONS unveil the results of the three-year project in this event, which looked for standardized and transnational solutions that are easy replicable across all the Mediterranean ports and capable of valorising each territory's expertise, through dedicated plans, technical measures and educational webinars to improve the mobility of cruise destinations and limit environmental impacts. The event also included the experience of other Interreg MED and H2020 projects focused on sustainable mobility and tourism.

That way, the event may answer what are the hindrances and the opportunities for a sustainable tourism mobility in the Mediterranean area and what are the lessons learnt and the results achieved by the LOCATIONS project for the promotion of a sustainable mobility linked to cruise tourism. Also promoting a discussion about future challenges on Sustainable tourism mobility and Onshore/Offshore Sustainability.

In October the first phase of the GO SUMP project, MED Urban Transports Community, has come to an end, to celebrate the past three years of successful cooperation and positive impact, GO SUMP organized a final event in Malaga, Spain. It took place from the 17<sup>th</sup> to the 18<sup>th</sup> of September within the wider framework of the European Mobility Week campaign. It was an opportunity for each modular project to showcase its achievements in an interactive way, but also to discuss key policy recommendations and explore future commitments and activities.

Since the GO SUMP final event was planned in Malaga, the LOCATIONS Consortium decided to relocate the LOCATIONS final capitalization event from Lisbon, where was initially planned to happen, to Malaga, in order to capitalize the presence of the Modular Projects of the MED Urban Transports Community and other international and national stakeholders that attended the GO SUMP final event. Therefore, the LOCATIONS final capitalization event was organized in Malaga, scheduled for the 19<sup>th</sup> of September. This change created a synergy between both projects, since the stakeholders would have the opportunity to attend both events in only one travel.

The LOCATIONS final capitalization event was divided in two parts, the first was a conference and the second was a study visit in the Cruise Terminal and City of Málaga.

The conference was organized during the entire morning and it took place in the Institutos de Estudios Portuarios, which belongs to the Port of Malaga area. The conference was structured in five presentations of keynote speakers and two round tables. The first roundtable was focused on Sustainable Mobility in Tourist Cities and the second on LOCATIONS capitalization strategy. Each round table counted with four speakers. The conference also had a moderator, which was already aware of the LOCATIONS project, since she was also the moderator of the capitalisation workshops of the Activity 5.2, promoted by Málaga Port, the institutional partner in the City of Málaga.

As for the study visit, which started in the afternoon, in the Cruise Terminal, allowed the stakeholders to have the opportunity to know the terminal and logistics inside. The study visit continued with a bus travel through the city waterfront, till a high viewpoint. This route and viewpoint visit also permitted to better know the context of the terminal in the city and to see on site the implemented measures in the scope of sustainable mobility in tourism.

#### 3. Speakers

The five presentations are described below with information of the speakers and themes.

- Andreia Quintal of the Horários do Funchal, representing the CIVITAS project Destinations, was the
  first keynote speaker and made a presentation on the "Main hindrances and opportunities for a
  sustainable tourist mobility". The CIVITAS project Destinations builds up an integrated approach to
  address mobility and tourism, testing balanced strategies to face the rising challenges of these two
  growing sectors and to achieve sustainable development and a better quality of life and therefore,
  presenting this experience gives an added value to the LOCATIONS final capitalization event.
- Fabio Tomasi, the Coordinator of LOCATIONS Project, from AREA Science Park, made a presentation
  on the "The experience of LOCATIONS", briefly showing the LOCATIONS results, methodology and
  lessons learnt.
- Alfredo Serrano, the President of the Cruise Liners International Association (CLIA), made a presentation on the "Sustainability in the cruise industry", showing what the Cruise industry is doing in the field of sustainability, both on and offshore. To better know and receive insights from the cruise industry related to its sustainable developments it's gives an important overview and added value to the LOCATIONS final capitalization event, as well as a baseline for future innovative solutions, projects and cooperation.
- Roberta Lixia, JS Interreg MED, made a presentation on the "Tourism and Mobility within the Interreg MED framework".



Pedro Marín the Director of Observatorio del Medio Ambiente Urbano (OMAU) of Malaga, made a
presentation on the "Málaga as a sustainable tourist destination", showing the best cases and
changes made in Malaga, to promote the wellbeing of citizens and tourists, as well the environmental
sustainability.

The first roundtable counted with the following speakers and contents:

- José Pinheiro of the Lisbon City Council, LOCATIONS partner, gave some insights of the LCTP developed, context and experience of Lisbon. This contribution was focused in four topics:
  - What actions have been proposed under LOCATIONS and openness of stakeholders to implement them.
  - Criteria and methodology applied for the definition of the pedestrian accessibility network in the city center.
  - Diversification of tourist attractions and openness of tour operators to disseminate them to their customers.
  - Discussion on other measures to be implemented, such as improving tourist information; increase museum hours to disperse people at different times; Implementation of parking time slots and access to museums.
- Stefania Silvestri of the Port Network Authority of the Eastern Adriatic Sea Port of Trieste, LOCATIONS partner. This contribution was focused in a general introduction to the process of definition of the SUMP of Trieste and links between LOCATIONS and the CIVITAS Project Portis in which the SUMP of Trieste is under development and also the illustration of the main actions of Trieste LCTP, which are the launch of a bike sharing system, the Transport Information platform" providing information on possible mobility solutions in the city and finally the "Way finding app", linked to the previous mentioned platform.
- Valentina Ridolfi of the Agenzia Piano Strategico srl Rimini, representing the Interreg MED MOBILITAS project. This contribution was focused in the MOBILITAS experience and in deep in the IT tools developed. The MOBILITAS project "MOBIlity for nearly-zero CO<sub>2</sub> in medITerranean tourism destinAtionS" tends to reduce negative impact on environment and traffic of tourism flows in seaside resorts. Therefore, it's in line with LOCATIONS goals as well, creating a synergy by bringing its experience to the LOCATIONS final capitalization event.
- Eleonora Tu of the Fondazione ITL, representing the Interreg MED SUMPORT project. This contribution was focused in the following three topics:
  - New bus lanes and bus/bike parking in Limassol
  - o E-bike sharing in the Port of Valencia
  - Wayfinding system in the Port of Valencia

The SUMPORT project "Sustainable Urban Mobility in MED PORT cities" aims to increase the planning capacities on sustainable mobility of port cities through sharing of experiences, pilot actions and training activities. Indeed, SUMPORT enables participating port cities to draft or update their Sustainable Urban Mobility Plan (SUMP), as long-term strategy documents for the future development of the city that can effectively address transport issues. Therefore, it's also in line with

LOCATIONS goals, creating a synergy by bringing its experience to the LOCATIONS final capitalization event.

As for the second roundtable counted with the following speakers and contents:

- Vera Gregório of Lisboa E-Nova Energy and Environmental Agency of Lisbon, LOCATIONS partner
  and WP5 leader, which gave an overview on the methodology used for the capitalization phase of
  LOCATIONS, as well an overview on the replication of LCTP development.
- Nicole Herisson of the Sète Agglomeration of Cities (France), representing the international replication of LCTP in Sète.
- Luís Monteiro of Portimão Municipality (Portugal), representing the national replication of LCTP in the City of Portimão.
- Florjan Xhelilaj of the Albanian Institute of Transport, LOCATIONS partner, representing the national replication of LCTP for the City of Saranda (Albania).

#### 4. Stakeholders

The LOCATIONS final capitalization event was attended by a total of 57 people. As for the classification of stakeholders, the main groups are the following:

- Local Public Authority: This is composed mainly by Municipalities, and it is very important that attendees belonged to different departments: from Tourism Dept. To Urban Planning Dpt. This shows the wide area of knowledge reached by the LOCATIONS project and by the final event.
- **Port Authority**: this was the other big group attending the event together with Local Public Authority. In this case, the representation reached a good number of ports from the Med area.
- Interest group: This is a specially interesting group since it is including cruise lines, but also the cruise terminal in Málaga, citizen organisations and NGOs like the Bike Association from Málaga.
- **Business Support Organisation**: the attendance by public and private organisations supporting local businesses is an excellent addition, since they are very often involved in spreading information among companies, and the fact that they take into account cruise tourism, tourism and sustainability as a whole, it will definitely bring new possibilities related to LOCATIONS development.
- **University**: Also, important due to the task of education and reinforcement of information that they are carrying out every day to the professionals of today and tomorrow.
- There is also a **mix** of independent workers and representatives from other Interreg Med projects, guaranteeing the spreading of info to areas and sectors beyond our community.



#### 5. Conclusions

The LOCATIONS final capitalization event has successfully been organized in Malaga. In terms of attendees, the goal was 50 different stakeholders and the event had a total of 57 attendees.

Since over the past ten year the cruise tourism has increased significantly around the world, it's becoming increasingly relevant and indispensable to consider the impact of cruise industry in the urban planning and sustainable mobility and tourism policies. If not well-managed, it runs the risk of affecting the environment, mobility and cultural heritage of cruise destinations, with a significant impact on local communities as well. Therefore, it's crucial to plan and act in this matter.

The LOCATIONS final capitalization event allowed the present stakeholders to have a better insight of the problems and many solutions, as well as planning tools, to solve the mobility impacts that cruise tourism causes inside the cities. Concretely, the LOCATIONS partners have shown that the LOCATIONS methodology is not for a closed range of cities within the project partners, but a standardized, transnational, easily replicable operational model, capable of valorising each territory's expertise.

Overall, the event was an important and final approach to deliver the LOCATIONS results and methodology and complementarity with other sustainable mobility projects, reaching a wider type of stakeholders. Therefore, the LOCATIONS final capitalization event disseminated and created even more awareness among local and international stakeholders, regarding the thematic of sustainable mobility and tourism.

With the awareness that every effort made to reduce polluting emissions will allow the Mediterranean to preserve its value and authenticity over the years.



#### 6. Annexes

Annex I – Agenda

Annex II – List of attendees

Annex III – Presentation "Main hindrances and opportunities for a sustainable tourist mobility" - Andreia Quintal, CIVITAS DESTINATIONS project

Annex IV – Presentation "The experience of LOCATIONS", Fabio Tomasi, Area Science Park

Annex V – Presentation "Sustainability in the cruise industry" - Alfredo Serrano, President CLIA Spain

Annex VI – Presentation "Tourism and Mobility within the Interreg MED framework" - Roberta Lixia, JS Interreg MED

Annex VII – Pictures

#### Annex I – Agenda



## Sustainable mobility in MED tourist destinations



Register me now!

Málaga, 19 September 2019

Instituto de Estudios Portuarios, Muelle Cánovas, s/n 29001



#### **PROGRAM**

8.30	Registration open
9.00	Introduction and welcome speeches from Málagaport and local authorities
9.30	"Main hindrances and opportunities for a sustainable tourist mobility" - Andreia Quintal,
	// CIVITAS DESTINATIONS project
10.00	"Roundtable on Sustainable Mobility in Tourist Cities"
	José Pinheiro, Lisbon City Council // LOCATIONS project
	Stefania Silvestri, Port Network Authority of the Eastern Adriatic Sea Port of Trieste// LOCATIONS project
	Valentina Ridolfi, Agenzia Piano Strategico srl Rimini // MOBILITAS project
	Eleonora Tu, Fondazione ITL // SUMPORT project
10.45	Coffee break **
11.00	"The experience of LOCATIONS", Fabio Tomasi, Area Science Park
11.15	"Sustainability in the cruise industry" - Alfredo Serrano, President CLIA Spain
11.35	"RoundTable on LOCATIONS capitalization strategy"

- Vera Gregorio (Lisboa E-Nova) and the cities of Sète (France), Portimão (Portugal) and Saranda (Albania)
- 12.25 "Tourism and Mobility within the Interreg MED framework" - Roberta Lixia, JS Interreg MED
- 12.45 "Málaga as a sustainable tourist destination" - Pedro Marín, Director OMAU Málaga
- 13.05 **Q&A** and closing
- 13.20 Lunch & video exhibition
- 14.45 Introduction to study tour in the city of Málaga - Pedro Marín, Director OMAU Málaga and Ana Marin, Málagaport // LOCATIONS project
- 14.55 Study tour in the city of Málaga

16.30 End of study tour

The event will be moderated by Natascha Wahlberg - Senior Project Manager, FARO Innovation

#### Annex II – List of attendees



Project co-financed by the European Regional Development Fund

# LOCATIONS Final Event - Málaga

19th September 2019

Meeting venue: Instituto de Estudios Portuarios, Muelle Cánovas, s/n 29001, Málaga

# Attendance list

oi Z	Name	Organization	Signature	l authorize a)
÷	Alberto Ruiz Carmena	OMAU Malaga		
2	Alfredo Serrano	CLIA – Cruise Lines International Association		>
8	Ana Marín	Malagaport	Car Son	7
S	Ana Maria Garcia Rodriguez	AESVA		
9	Anastasia Poupkou	Aristotle University of Thessaloniki	TAR.	)
7	Andrea Ghersinich	Port Network Authority of the Eastern Adriatic Sea – Port of Trieste		
8	Andreia Quintal	Horários do Funchal - Transportes Públicos, S.A.		7
6	Anna Carobolante	Port Network Authority of the Eastern Adriatic Sea – Port of Trieste	Stens Cardrolance	/
10	Arlinda Bazina	Durres Port Authority		
11	Carlos Sanchez	Málaga City Council	R	7
12	Chaumier Héloïse	СОВАТИ	1	>

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°Z	Name	Organization	Signature	I authorize
30	Javier Hernandez Rodriguez	Ayuntamiento de Málaga		a)
31	José Madeira	Câmara Municipal de Setúbal		
32	José Pinheiro	Lisbon Municipality	J. J. Josef	7
33	José Luis Martín Bellido	Asociación Ruedas Redondas	1	7
34	Juan Conesa Bernal	Diputación provincial Málaga	Symmetry	
35	Juan José Monedero Morales	Asplan		
36	Julia Puche Artacho	Garum Consultores, SLP		46
37	Laura Robles Lozano	Fundación CIEDES		
38	Luis Medina-Montoya Hellgren	Malaga City Council	The first	1
39	Luís Monteiro	Portimão City Council	18	7
40	Majvina Maliqati	Durres Port Authority	To Charles	1
41	Manuel Miranda	Ingeniero de Caminos, Canales y Puertos del Estado. Especialista en Urbanismo y Tecnicas		3
42	Mar Recuna Mata	Clúster Marítimo-Marino de Andalucía	,	
43	Maria Nogueira	Câmara Municipal de Setúbal		
44	María Del Carmen García Peña	Fundación CIEDES		
45	Mario Aničić	Port of Rijeka Authority		
46	Alonso Montserrat	Calypso Tours		

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Gerencia Municipal de Urbanismo del Avuntamiento de Málaga
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Clúster Marítimo-Marino de Andalucía
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Port Network Authority of the Eastern Adriatic Sea - Port of Trieste

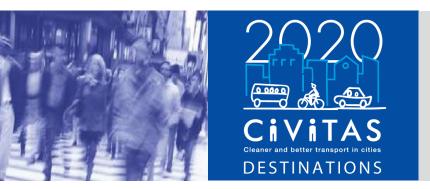
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Annex III – Presentation "Main hindrances and opportunities for a sustainable tourist mobility" - Andreia Quintal, CIVITAS DESTINATIONS project





# **DESTINATIONS**

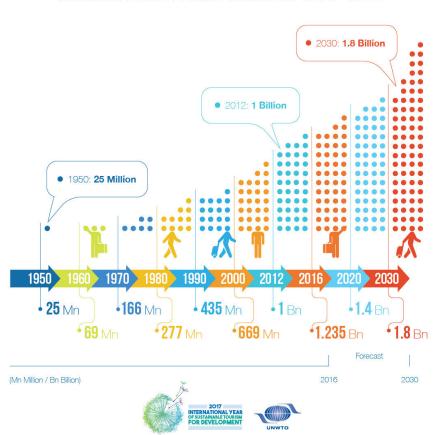
# Main hindrances and opportunities for a sustainable tourist mobility

Andreia Quintal, Horários do Funchal

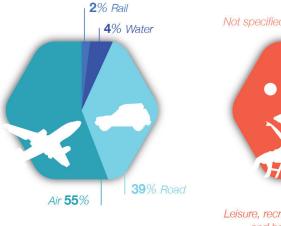
#### TOURISM MARKET MACRO TRENDS

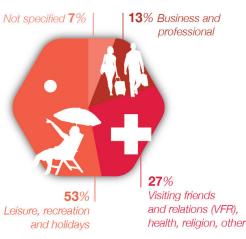


#### INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



#### Mode of Transports / Purpose of Visit







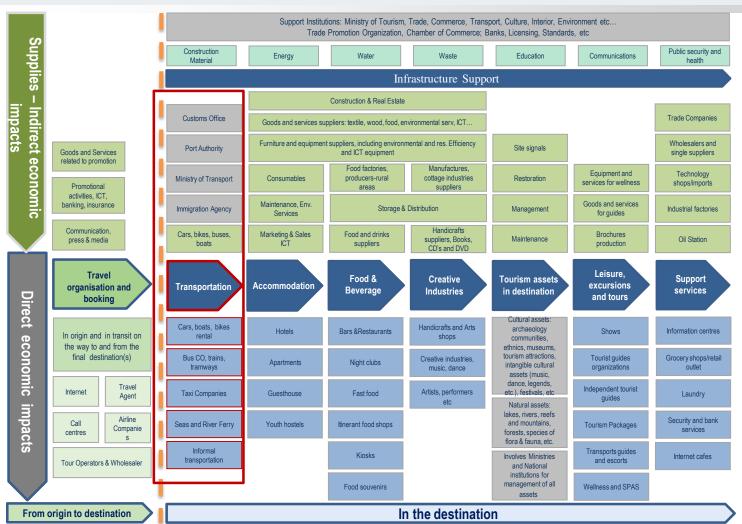


Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

#### **TOURISM VALUE CHAIN**





Supplies, utilities (PPP)

Goods and services supplies

Tourism industries

Policies, Planning

Value Chain Phases

Source: International Trade Centre and World Tourism Organization (2015), Tourism and trade: A global agenda for sustainable development, ITC, Geneva. Pag. 11



#### WHY FOCUS IN TOURIST MOBILITY?



A city/region with good mobility for **TOURISTS** 



A city/region with good mobility for **RESIDENTS** 

#### **MUTUAL OPPORTUNITIES**

- Better and clear transport information
  - Easy ticketing systems
    - More accessibility
  - Less traffic congestion
  - Less negative effects
    - > Behaviour influence
      - Better land use



#### **CIVITAS DESTINATIONS** THE PROJECT IN A NUTSHELL



- •Innovative mobility solutions in six islands
- •28 partners from 12 **European countries, plus** China
- •From 1st September 2016 to 31st August 2020
- Total budget of 19,9 M€ of which 17,8 M€ of EC Contribution























































# **CIVITAS DESTINATIONS**PROJECT STRUCTURE



WP2 - SUMPS

WP3 - Safety and accessible public spaces

WP4 - Shared mobility and e-infrastructures towards zero emissions transport

WP5 - Smart and clean urban freight logistics

WP6 - Mobility demand management and awareness for sustainable mobility

WP7 - Attractive, clean, accessible and efficient public transport

WP1 - Project management

WP8 - Innovation management for growth

WP9 - Evaluation

WP10 - Cross-fertilization of knowledge and best practices' replication

WP11 - Communication and dissemination

Cooperation with NECSTOUR



# Key project activities WP2- SUMPS



- Each sites concluded or are concluding their SUMPS.
- The project measures supported the development of the SUMP, and SUMP will allow the continuity of these measures.
- The most difficult was to found trustful data. It was needed to make some studies, data collection and surveys.
- Involvement of stakeholders, listen residents and tourists are crucial.
- Supportive activities were developed to have more data available.



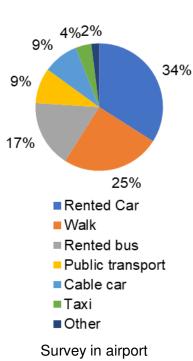
Environmental Monitoring Station in Madeira

# Madeira - mobility patterns of tourists Important findings Mobility and Tourism Surveys 2018



- 64% Used the internet to purchase their travel;
- 71% Additional discounts would make PT more attractive;
- > 85% Unknow PT brochures/leaflets, PT website and mobile app;
- 52% of the frequent tourists who used PT on their last visit to Madeira did so again;
  - 41% PT users Lack of information online/bus stops (schedules, prices, routes, etc.);
  - 17% PT users PT buses are old and full;
  - 11% PT users Difficulty interpreting the PT information;
- 89% Have a smartphone; and 68% used the smartphone/internet during their stay.

# Tourists modal share



#### Madeira - mobility patterns of tourists Actions needed



- Reach the tourists at an earlier stage of the journey Better web information
- Increase the knowledge and use of PT website and mobile app;
- Reinforce the commercial strategy through the ticket sales on board the ships, right outside the ships, hotels and at the airport;
- Reinforce the communication strategy, with more detailed information;
- Improve the quality of the information at the bus stops;
- Improve the information provided by the employees.

#### WP3- Safety and accessible public spaces



#### **Rethymno and Madeira - Mobility** Plans for schools and university communities

- ✓ Involvement of school teachers, directors and parents' association
- √ School mobility surveys
- ✓ Audit to the surrounding public space
- ✓ Analysis of PT services in schools
- ✓ Dissemination and promotion actions









ITIATIVE IS CO-FINANCED BY

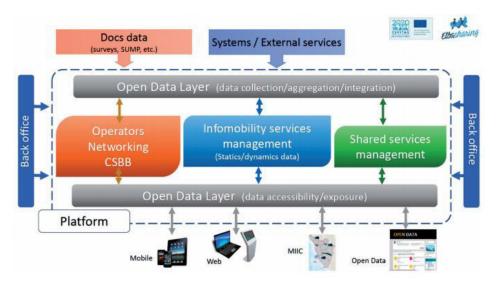
THE EUROPEAN UNION

# WP4- Shared mobility and e-infrastructures towards zero emissions transport



#### **ELBA - Sharing Agency**

Car/scooter/bike/boat



http://www.memexitaly.it/wp-content/uploads/2018/09/Booklet\_Shared-Use-Mobility-Agency.pdf

#### Las Palmas GC - Public e-bike system







#### WP5 - Smart and clean urban freight logistics



**SULP development –** In coordination with SUMP.

**Rethymno –** The transformation of collected UCO to biodiesel has been tested with the installation of a small-scale autonomous biodiesel production unit.



Las Palmas GC- designed and tested the D4Service during this period. It is an ITS for freight logistics transport management tool that includes: a fleet control system, an automatic routing software and a communications interface.

**Malta** – is implementing a pilot to use an electric goods van, to test the feasibility of sharing a single vehicle to operate deliveries by separate companies to and from similar destinations.

#### WP6 – Mobility demand management



#### **Elba- Mobility package**

Distribution of 40 e-bikes to 10 hotels in Rio and Portoferraio. Agreement between the Hotel Association and the PT operator for PT promotion and discounts to tourist.



#### **Limassol and Malta- Green Label Awards**

Distinction to hotels that promote sustainable mobility and, in Limassol, the Tourist Mobility Card to their guests.











#### WP7 – Attractive, clean, accessible and efficient PT



#### Madeira: Improvements in PT fleet

Tested 1 standard and 2 mini e-buses.

Video: https://www.youtube.com/watch?v=wipQno5Gank

PT purchased 5 mini e-buses and 1 for persons with reduced mobility.

Implemented eco-driving program, tyre pressure monitoring system in service, and predictive analysis of potential bus faults.

Testing roof solar panels in 2 buses.



#### **Las Palmas GC: PT promotion**

Information panels

3 hybrid buses

1-3 days touristic cards, sales in hotels







#### WP7 - Attractive, clean, accessible and efficient PT



#### Madeira: PT Information for cruise tourists





#### Jardim Botânico

More than 2,000 exotic plants from all over the world are quite at home in the 35,000 square metres of grounds. Whether you are a nature lover, botanist or just a visitor, come to the garden for a world tour of the plant kingdom and a visit to the Natural History Museum and the Herbarium.

The garden is open every day from 9 a.m. to 6 p.m.(last admission at 5.30 p.m). Closed 25th December.

Nas suas áreas ajardinadas, superiores a 35.000 m2, mais de 2000 plantas exóticas, oriundas de todos os continentes, convivem e encontram-se tão bem adaptadas como no seu ambiente de origem. Quer seja amante da natureza, botânico ou turista, se deseja dar uma volta ao mundo pelo reino vegetal, conhecer um Museu de História Natural e um Herbário, visite este jardim.

Encontra-se aberto todos os dias das 09:00 às 18:00 (venda de bilhetes até às 17:30). Encerrado dia 25 de dezembro.

#### Monte

The church of Monte was built in the XVIII century on the foundations of the old chapel (XV century). In 1748, an earthquake left the new church quite damaged, and therefore was rebuilt in 1818. In the main altar, one can find the image of Nossa Senhora do Monte, venerated since the beginning of the settlement of Madeira. A side chapel contains the tomb of Emperor Charles of Austria, Hungary and Bohemia, who came to Madeira in 1921 after being exiled.

On the 15th of August, this church welcomes the celebrations of Nossa Senhora do Monte, the religious patroness of the diocese and of the city of Funchal

A Igreja de Nossa Senhora do Monte foi construída no séc.XVIII sobre os alicerces da primitiva ermida do séc. XV. Em 1748 um terramoto deixou a igreja destruída, tendo sido reconstruída em 1818. No altar-mor encontra-se a imagem de Nossa Senhora do Monte, venerada desde os primórdios do povoamento da ilha da Madeira. O túmulo de Carlos Habsburgo, Imperador da Áustria, da Hungria e da Boémia, exilado em 1921 na Madeira, encontra-se numa capela lateral.

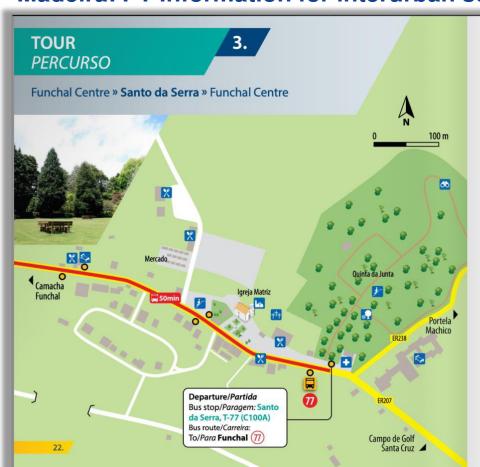
No dia 15 de agosto celebra-se o dia de Nossa Senhora do Monte, padroeira da Diocese e da cidade do Funchal.



#### WP7 - Attractive, clean, accessible and efficient PT



#### Madeira: PT Information for interurban service





#### Santo da Serra

This romantic little village with mild climate is filled with beautiful lush gardens and beautiful country houses or "Quintas" attracting many visitors.

One of the most remarkable places is Quinta da Junta, which is the former home of the Blandy family. This charming property was built according to a colonial British style from the XIX century. Around the main house, colourful gardens and enchanting trees arose. The property also has a variety of wildlife, including deer, horses and birds.

On a corner of the property, a belvedere overlooks the Machico valley. This viewpoint is definitely worth a look, because, with a clear sky, it's possible to admire from there Porto Santo Island.

One of the main agricultural productions of Santo da Serra is apples that grow all over the parish, they are used to make apple cider. In this village every year in September is held the apple cider festival.

A popularidade desta freguesia deve-se sobretudo ao ambiente natural de inspiração romântica, proporcionado pela luxuriante vegetação e pelo clima ameno, onde podemos encontrar algumas belas quintas, que atraem muitos visitantes.

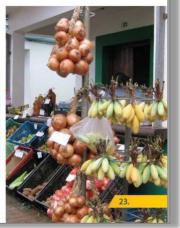
Uma das mais notáveis é a Quinta Blandy ou da Junta. A casa data de finais do século XIX, em seu redor desenvolveu-se um arande parque ajardinado com árvores seculares e inclui vários animais, veados, cavalos, pavões e outras aves. Num canto da quinta encontra-se um miradouro que oferece uma bonita vista sobre o vale de Machico e onde também é possível ter um vislumbre da ilha do Porto Santo.

Um dos principais produtos agrícolas desta freguesia é o pero, muito utilizado para produzir a sidra. Todos os anos, em setembro, realiza-se a Mostra anual da Sidra.



<sup>\*</sup> and Holidays/ e Feriados

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## CIVITAS DESTINATIONS MAIN LESSONS LEARNT



It is **not enough** to promote sustainable mobility by disseminating the **environment importance**.

It is **necessary** to promote the sustainable modes of transport not only as a mode, but also as **part of the touristic experience**?

- Meat the locals,
- Experience the culture
- Other views,
- Cheaper



# CIVITAS DESTINATIONS MAIN LESSONS LEARNT



- To involve stakeholders and citizens: Participatory events with a rewarding scheme; provide clear and focus information; create interactive activities/process; demonstrate that the opinions shared will be used. Difficulty to find a solution when different stakeholders, mainly private for profit companies, are involved.
- To involve politicians: Need to demonstrate how the activities will benefit the residents and how they will understand that the benefits are results of their measure.
- To develop new technologies/information systems: The technical requirements definition, the tender process, and the tests takes a long time. This time has to be included in the plans.
- **To plan continuously**: It is important to define methods for a regular evaluation of tourism, mobility and environmental trends.

#### More project information



#### CIVITAS website

https://civitas.eu/destinations

Platform of followers

https://www.destinationsplatform.eu/

Video

https://www.youtube.com/watch?v=\_a-3l9VrmGU&t=106s

Facebook

https://www.facebook.com/Sustainable.Tourism.and.Mobility/

#### Thank you!

Andreia Quintal Horários do Funchal-Transportes Púlicos, SA

http://www.civitas.eu





THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Annex IV – Presentation "The experience of LOCATIONS", Fabio Tomasi, Area Science Park





# The experience of LOCATIONS

Sustainable mobility in MED tourist destinations

Malaga, 19th September 2019

**URBAN** 

**TRANSPORTS** 

Project co-financed by the European Regional Development Fund



#### Low Carbon Transport for Cruise Destination Cities LOCATIONS



#### **Partners**

**Italy** Croatia

<u>Area Science Park (LP)</u> Regional Energy Agency Kvarner

Trieste Port Authority Rijeka Port Authority

Municipality of Ravenna Municipality of Zadar

**Portugal** 

Albania Lisboa e-nova

Albanian Institute of Transport Municipality of Lisbon

Durres Port Authority Spain

**CIRCE** 

Malaga Port Authority



#### Low Carbon Transport for Cruise Destination Cities LOCATIONS







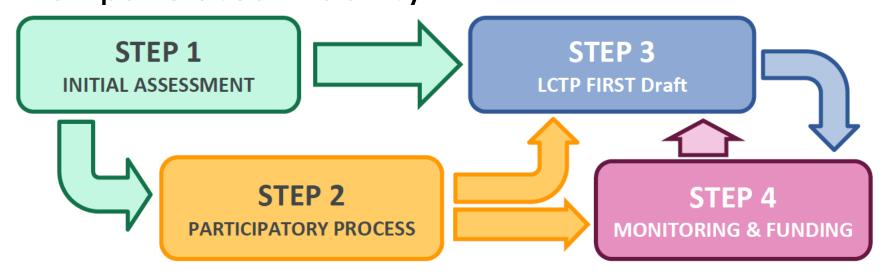






## **LOCATIONS** approach 1

A methodology based on SUMP guidelines to develop a plan to be included in SUMP or SEAP/SECAP as one action targeted to cruise ships related mobility







## LOCATIONS approach 2

Step 0: Work plan and team

Step 1: Initial assessment

- Context analysis
- Stakeholders' involvement.

Step 2: Participatory process

- Participatory process design
- Participatory Process development

Step 3: Draft of the operational model

- Definition of current scenario
- Definition of vision and objectives
- Definition of actions and indicators (modular)
- Development of future scenarios

Step 4: Monitoring, assessment and sources for funding

- Definition of the process for monitoring
- Assessment and evaluation of LCTP development
- Funding







#### Low Carbon Transport for Cruise Destination Cities LOCATIONS



## 14 modular packages

Hybrid, clean and electric vehicles	Electric mobility for cruise destinations
	Sharing mobility solutions for cruise destinations
	CNG and LNG solutions for cruise destinations
	Low carbon water transport
Port accessibility	Improving port accessibility
Accessibility	Traffic and bus flow management in cruise destination
	Sustainable options for people with reduced mobility
Intermodality	Fostering passenger intermodality
Ticketing and tariffs	Integrated tourist card
Cycling and walking	Improving walking route offer for cruise passengers
enhancement/services	Improving cycling route offers for cruise passengers
Access management and road pricing	Low emissions zones and congestion charge schemes
Parking management/pricing	Improving parking management
Real time and road users information	ICT solutions and wayfinding systems for cruise passengers







## Capitalize and transfer









## **LOCATIONS** replicators

- Igoumenitsa (GR)
- Koper (SLO)
- Limassol (CY)
- Sete (FR)
- Thessaloniki (GR)
- Valletta (MT)

- Cadiz (ES)
- Dubrovnik (HR)
- Livorno (IT)
- Portimao (PT)
- Saranda (AL)



#### Low Carbon Transport for Cruise Destination Cities



#### **LOCATIONS** network

- Exchange of data and findings generated by the LOCATIONS LCTPs;
- Exchange of information and know-how in the fields of sustainable mobility;
- Joint participation in project proposals;
- Creation of synergies and definition of further common actions;
- Dissemination of relevant data and promotion of international best practices;
- Promote cooperation.





#### Low Carbon Transport for Cruise Destination Cities LOCATIONS



#### THANK YOU FOR YOUR KIND ATTENTION

#### **Fabio Tomasi**

International Projects Unit
Innovation and Complex Systems Dept.

AREA SCIENCE PARK
Padriciano, 99 | 34149 Trieste | Italy
TEL +39 040 3755268
EMAIL fabio.tomasi@areasciencepark.it



Annex V – Presentation "Sustainability in the cruise industry" - Alfredo Serrano, President CLIA Spain



# COMPROMISO DE LA INDUSTRIA DE LOS CRUCEROS CON EL MEDIOAMBIENTE







#### **COMUNIDAD CLIA**

15 oficinas340 executive partners15,000 agencias de viaje25,000 agentes de viaje50+ navieras

260 barcos que representan el 95% de la capacidad

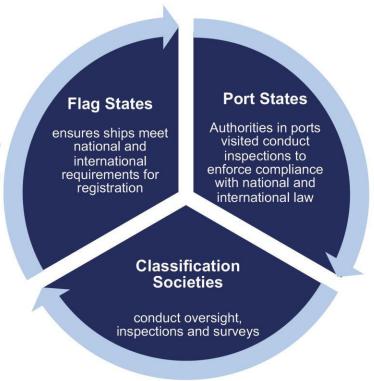
125 nuevos barcos en cartera

28.6 millones de clientes al año (530,000 en España)



#### DATOS SOBRE LA INDUSTRIA DE LOS CRUCEROS

- Los cruceros representan menos del 1% de los más de 50,000 barcos en la industria global del transporte marítimo.
- La de cruceros es un industria muy regulada:
  - Supervisión e inspección por parte del país de bandera y del estado ribereño.
  - Sujeto a multas e incluso detenciones del navío en caso de no cumplimiento.
- Las líneas de cruceros cumplen estrictamente y, con frecuencia, exceden las normativas internacionales.
- Previsión de crecimiento/renovación de la flota como nunca antes se había visto; +126 barcos que incorporarán la tecnología más avanzada.





## LA LÍNEAS DE CRUCERO SON...

- Líderes en innovación medioambiental más \$15,000 Mi invertidos en combustibles alternativos; más de \$1,000 Mi invertidos en tecnología para el desarrollo de combustible.
- Comprometidas colaborando con importantes ONGs en el mundo.
- Acometiendo acciones concretas la industria está hacienda su parte para cumplir los ambiciosos objetivos de reducción gases efecto invernadero de la OMI.



# AREAS

La industria de los cruceros está comprometida en ir más allá del mero cumplimiento de la normativa, mediante la inversion en tecnologías innovadoras:

1 Gestión de residuos (Solidos y liquidos) 2 Emisiones atomsféricas

3
Eficiencia energética
y reducción de GEI





## 1 - Gestión de residuos: cumplimiento

- International Convention for the Prevention of Pollution from Ships (MARPOL).
- MARPOL Annex I: Prevention of Pollution by Oil.
- MARPOL Annex IV: Prevention of Pollution by Sewage from Ships.
- MARPOL Annex V: Prevention of Pollution by Garbage from Ships.
- Estricto cumplimiento: Ex. Sólo 54 deficiencias MARPOL Annex IV y ningún arresto vs de un total 5,211 y 93 en EU. *Thetis/EU Database (2014-15)*.
- Ejemplo de políticas de CLIA que exceden MARPOL:
  - Aguas negras (sewage): cero descargas residuales no tratadas.
  - Aguas grises: sólo descargadas con el barco en navegación y a más de 4 millas de la costa.



#### 1 - Gestión de residuos: buenas prácticas

- **Residuales, AWTS:** 111 cruceros ya equipan sistemas avanzados de tratamientos de aguas residuales. 100% de la flota en cartera los incorporarán. Estándar superior al de la mayoría de las ciudades costeras.
- El sector de los cruceros líder en conservación, ZERO TO LANDFILL:
  - Eliminando plásticos de uso único.
  - Minimizar embalajes a través de compras a granel.
  - Reemplazando embalajes plásticos con vidro o cartón.
  - Formando e incentivando a la tripulación para maximizar reciclado y reutilización.
  - Trabajando con los mejores socios en tierra para el tratamiento de los residuos que se descargan.
- Recuperación del calor residual y conservación de agua: Vapor generado por las máquinas para producir agua potable y para calefacción. Uso del agua "técnica" (como la de la condensación de las unidades A/C) para usos que no requieran sea potable (Inodoros, lavandería, fregado cubiertas, etc).









#### 2 - Emisiones atmosféricas

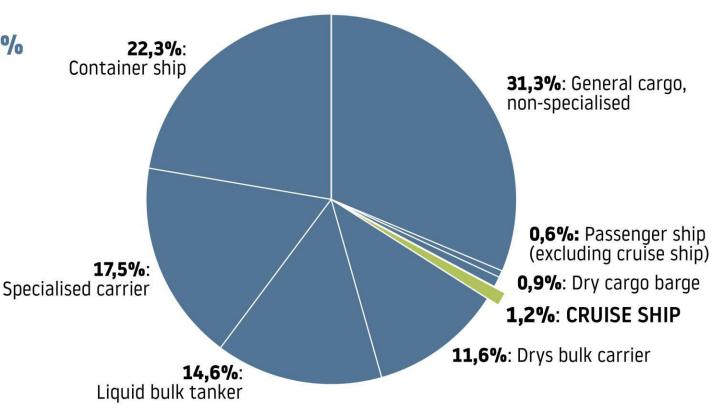
- **Tercer estudio IMO Greenhouse Gas:** CO2 generado sector cruceros 35 M Tn vs 800 MTn del total de Shipping (4.5%) en 2012. Estudios posteriores, 2017, lo estiman en 19.3 M Tn (2.6%).
- Otras emisiones en mismo orden de magnitud.
- Exigencia superior al cumplimiento de la normativa en SOx, NOx y PM.



#### 2 - Emisiones atmosféricas: en Puerto

 Los cruceros representan ~1.24% de las emisiones de los barcos cuando atracados en puertos europeos (EERA Report).

Total fraction of EU at-berth emissions by vessel type.







#### 2 - Emisiones atmosféricas: cumplimiento

- MARPOL Annex VI: Prevention of Air Pollution from Ships.
- Estricto cumplimiento: Ninguna detención por incumplimientos MARPOL Annex VI en la industria cruceros vs 148 detenciones en EU. Thetis/EU Database (2014-15).
- Las líneas de CLIA están preparadas para el nuevo límite global en contenido azufre de los combustibles marinos en 2020 del 0.5%: mediante uso de combustible bajo en azufre, sistemas de lavado de gases de escape (EGCS) o propulsión por GNL.





## 2 - Emisiones atmosféricas: Buenas prácticas - EGCS

- 60% de la capacidad ya incorpora Sistema de lavados de gases de escape (EGCS) que cumplen o exceden la nueva normativa 2020. 50% de las nuevas construcciones incorporan tecnología EGCS.
- Nuestro miembros nos informan de que los EGCS eliminan más del 98% del azufre en los escapes y 60-90% de PM.
- Algunos sistemas que incorporan filtros catalíticos pueden llegar a reducir PM un 20% adicional y hasta un 50% de los óxidos de nitrógeno.



## 2 - Emisiones atmosféricas: Buenas prácticas - NOx

• Estándares de emisión Nox Tier III para NECAs (2016) son un 80% inferiores a los Tier I (1997). Los nuevos barcos ya incorporan sistemas Tier III, aunque no son obligatorios fuera de las zonas NECA.



## 2 - Emisiones Atmosféricas: Buenas prácticas - GNL

 Más del 35% de la capacidad en construcción usará GNL como combustible principal (entre 95 - 100% reducción SOx y PM, 90% reducción en NOx) Primer barco propulsado por GNL en servicio.



# 2 - Emisiones atmosféricas: Buenas prácticas - Conexión eléctrica a tierra

• A pesar de que sólo 14 de los +1,000 puertos que visitamos tienen esa posibilidad, 55 barcos (28% de la capacidad) ya tienen posibilidad de conectarse a la red eléctrica de tierra. 11 serán adaptados. 17 barcos de la cartera incorporarán.



# Waste Management and Air Emissions: An independent review

"Ship pollution affects the health of communities in coastal and inland regions around the world, yet pollution from ships remains one of the least regulated parts of our global transportation system." said James Corbett, professor of marine policy at the University of Delaware, one of the authors of the report which helped persuade the US government to act.

The Guardian April 9, 2009.



# Waste Management and Air Emissions: An independent review

"CLIA members are leaders in adopting cleaner fuels, controlling air emissions, and preparing vessels to connect to advanced shore-based energy systems..."

Professor James Corbett, Energy and Environmental Research Associates, LLC, reporting in Evaluation of Final Report: Cruise Industry Global Environmental Practices and Performance 16 January, 2017.





# EFICIENCIA



Los barcos de cruceros son mas eficientes que nunca. La industria está comprometida en hacer su parte en el cumplimiento de los ambiciosos objetivos de reducción GEI.



## 3 - Eficiencia energética y reducción GEI

- Algunos objetivos de la estrategia inicial de la OMI para reducción GEI (2018):
  - Reducción 40% emisiones CO2 en 2030.
  - Reducción 70% emisiones CO2 en 2050.
  - Reducción 50% emisiones GEI en 2050.
  - Eliminación emisiones CO2 este siglo.



## 3 - Eficiencia energética y reducción GEI

- Reducción de velocidad de navegación: Los itinerarios han experimentado una importante adaptación en los últimos años reduciendo velocidades en busca de mayor eficiencia.
- Las líneas de CLIA Cruise Lines también están reduciendo su consumo energético a través de tecnologías innovadoras como:
  - Diseño de casco.
  - Paneles solares.
  - Ventanas tintadas para reducir uso de A/C.
  - Luces LED.



## 3 - Eficiencia energética y reducción GEI

- Barcos representando el 92% de la capacidad utilizan revestimiento de casco de baja fricción.
- Trece barcos incorporan sistemas de lubricación por aire (colchón de burbujas) que reducen la fricción con el agua al desplazarse.
- Más del 70% de la flota 152 barcos son "dual fuel", capaces de utilizar combustibles alternativos como metanol y biodiesel a la vez que combustibles fósiles.



## 3 - Eficiencia energética y reducción GEI: un ejemplo

• 50% reducción potencia instalada por Tn y por Pasajero vs. hace diez años.

Barco	Año	GT	PAX	Potencia instalada
Α	2008	114,000	3,780	75,6 MW
В	2018	183,000	5,200	61,76 MW



## **RESUMEN**

- La de los cruceros es una industria altamente regulada y supervisada.
- Las líneas de cruceros de CLIA son lideres en sostenibilidad dentro del transporte marítimo; comprometidos por encima del estricto cumplimiento de la normativa medioambiental.
- La industria continua realizando enormes inversiones en innovación para gestión de residuos, emisiones atmosféricas más limpias y reducción de emisiones GEI.



Compromiso de la industria de los cruceros con el medioambiente

Annex VI – Presentation "Tourism and Mobility within the Interreg MED framework" - Roberta Lixia, JS Interreg MED





LOCATIONS Final Conference Malaga – 19/09/2019



13 countries 57 regions in MED

10 EU MS + 3 IPA countries

122 million inhabitants

860 000 km² ⇒ 15 000 km coastal area



### **Interreg MED priorities**

Territorial priority axis

Thematic priority axes

# PRIORITY AXIS 1:

Promoting
Mediterranean
innovation
capacities to
develop smart
and sustainable
growth

# PRIORITY AXIS 2:

Fostering low carbon strategies and energy efficiency in specific MED territories: cities, islands and rural areas

# PRIORITY AXIS 3:

Protecting and promoting Mediterranean natural and cultural resources areas

## PRIORITY AXIS 4:

Enhancing Mediterranean Governance













#### **Interreg MED key figures**

B

**Green Growth** 

BBA

**Blue Growth** 

**Social & Creative** 

34 projects



**Urban Transport** 



**Renewable Energy** 



**Efficient Buildings** 

8

7

11 projects



**Biodiversity Protection** 

**Sustainable Tourism** 

12

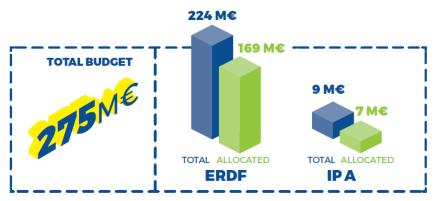
18 projects



Governance

**1** project

#### **Budget**



#### **Projects**





## **Axis 2 – Low Carbon Economy**

Sustainable Transport	To increase capacity to use existing low carbon transport systems and multimodal connections among them
Result Indicator	Share of urban plans which include low carbon transport and multimodal connection soft actions

- Instruments to foster the use of LC transport solutions
- Models to develop urban plans including low carbon transport and multimodal connections soft actions
- Urban areas engaged in developing urban plans/strategies including low carbon transport and multimodal connections soft actions
- Population involved in awareness raising activities



#### TOURISM and MOBILITY



#### **Urban Transport**



#### **Sustainable Tourism**

- Increase attractiveness and competitiveness of MED destinations in the global tourism market.
- Long-term vision of the MED tourism sector to be a globally attractive, smart, sustainable and inclusive touristic region.
- Main challenges: high-level seasonality and insufficient cooperation between the main tourism actors



## THANK YOU

# Interies Aediterranean



rlixia@maregionsud.fr programme\_med@maregionsud.fr

#### **Annex VII – Pictures**



