

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE 886 - CONNECT2CE
Output number and title	D.T3.3.9 Territorial strategy for improving regional and cross-border accessibility in CROATIA
Responsible partner (PP name and number)	PP5 - HŽ PASSENGER TRANSPORT LTD.
Project website	https://www.interreg-central.eu/Content.Node/CONNECT2CE.html
Delivery date	05/2020
Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value	

Main challenge addressed by the Strategy:

The pilot action of partner HŽPP (PP5) was to create a Feasibility study “Cost-border PSO financial model between Slovenia and Croatia” with purpose to help partners to enhance public transport connections of peripheral areas of each country towards Central Europe and main transport networks and hubs by elaborating and harmonising action plans. The objective of cooperation was to analyse the framework and potential measures which could improve the cross-border services. The pilot scope was not only transnational (bilateral PSC financing model), but regional as well and is important to provide connections for the inhabitants from smaller cities to Zagreb, as well as from Zagreb to the west (Europe).

Main objectives of the Strategy:

The objective of Strategy and the cooperation with Stakeholders was to analyse the framework and potential measures which could improve the cross-border services. The pilot scope was not only transnational (bilateral PSC financing model), but regional as well and is important to provide connections for the inhabitants from smaller cities to Zagreb, as well as from Zagreb to the west (Europe). HZPT also expected to benefit long-term, by capitalizing on PSO strategy, since one of its main goals is to have a long-term PSO contract(s) with the responsible authority for the sustainable planning and business operation.

Due to the fact, that the cross-border services are part of the national PSC, the requirements and instruments regarding reporting and monitoring are already agreed by the Croatian national transport authority and HŽPP. The PSC for Croatian public rail services is the backbone of the contractual framework and is valid as of January 1st, 2019 for the duration of 10 years. It further offers basic definitions and orientation, thus ensuring regulatory and legal requirements in terms of scope of service, control instruments and financial requirements.

Compliance with project goals:

Project main goal was to develop strategies for the improvement of regional passenger transport, enhancing peripheral and cross-border PT accessibility in CE. In order to improve planning and coordination of regional passenger transport system for better connections to national and European transport networks, FS and Strategy afterwards showed measures produced by external experts on how to facilitate and improve PT services between two countries and two operators.

Study results - transnational added value:

Regarding the cross-border services, the final results are two Annexes of particular relevance:

- The Annex with **marketing requirements** addresses important marketing measures for the national rail services. Most of these measures are relevant for cross-border services, e.g. due to network effects and feeder services which could also stimulate the demand for international services which could complement the general marketing measures.
- Another Annex is the **revenue increase incentive scheme**. Based on the status quo (in terms of the cost coverage rate) HŽPP can participate in a higher utilization and higher revenues in case that the relating costs remain or increase less than proportionately.

Adoption/implementation:

Strategy was supported by signing of the support letter prepared in C2CE This has been signed by a representative of national transport authority i.e. Transport Ministry.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Main region involved in Strategy are: Region (NUTS 2) HR 03 Adriatic Croatia and Region (NUTS 2) HR04 Continental Croatia

The pilot area is city of Zagreb and Zagreb County, due to the fact it represents hub and departure of all transport lines (**Sub-region (NUTS 3) HR041 City of Zagreb**).



Figure 1: NUTS 2

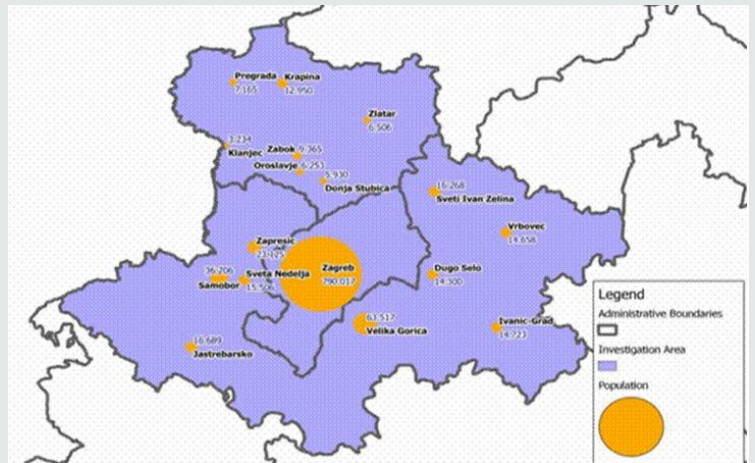


Figure 2: NUTS 3

The reasons for considering Central Croatia as a functional region are varied. On one hand, the capital's economic-cultural potential; its central role means that it has a radial structure of the road network. The border crossing traffic is quite concentrated on few available crossing points. The region and specifically the capital is a centre/hub for long distance traffic. It is the crossing point and the transport infrastructure axis for both road and rail.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Expected effect and benefits of Strategy:

Vision for region Croatia is to have public transport and railways equal in order to provide the backbone of sustainable development with satisfaction of citizens in mind. Commitment of all transport operators is on informing the public about sustainable public transport, particularly rail, and supporting industry in Croatia. Operators, national and educational institutions are creating and implementing projects for better mobility of people and goods, environmental protection, energy efficiency, and what is particularly important - environmental benefits and safety of public transport. Based on the feasibility study, HŽ Passenger Transport and Slovenian Railways are parties that will undertake activities to facilitate better quality travel and provide sustainable international services. The main activities will be to boost passenger transport on trains between Zagreb and Ljubljana to better connect the two neighbouring countries. **Main objectives and issues:**

Pilot action no 2 has highlighted the complexity of introducing a PSO in a cross-border context, finding that this operation may be very expensive and therefore of difficult adoption. In this respect, marketing measures provided by the Study should be introduced between HR and SI in the next period, to rise the appeal of cross-border PT and set the ground for future more structural improvements. By collecting feedbacks from relevant stakeholders, experts provided a feasible solution in case of limited financial sources in a matter of marketing measures.

Policy of institution uptake: Strategy has been adopted at institutional and National level through the support letter. The measures proposed within the Study have been developed in accordance with the actions already planned at national level and the opinions of involved stakeholder.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

Transferability to other stakeholders: Operators can benefit from this model by incorporating positive effects from collaboration, embracing tested measures with results, creating Best practice example, be aware of time frame needed for improvement and use evaluating models presented by the study.

Transferability to other territories: Support for establishment of a model of integrated transport. Proposal for a new model of public transport of passengers and application of the integrated passenger transport model, based on experiences carried out in the cities and regions of the EU, as well as based on the analysis of potential and justification to modify the existing organization of public passenger transport to the new model. Strategy proposal suggests establishment of a joint timetable online service provider and data base with information and schedule available online as well as introducing marketing measures for better service visibility.

Sustainability of the output after the project end:

Based on solutions proposed by the Strategy, to achieve a high level of transparency and comparability, the revenue potential of all measures can be based on additional passenger services and additional business potential solutions,. Structural interventions need to be sided or anticipated by tailored fewer demanding options (such as marketing measures). To manage their low profitability, cross-border connections should be planned to satisfy also other regional or long-distance needs, since the planned lines aim at covering also other types of demand potentials.

Transferable lesson(s) learned: The main lesson to consider is that a cross-border cooperation requires an effective involvement of authorities and service providers, to find satisfactory solutions and improvements.

**References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex**

Main relevant related project deliverables are:

Deliverable T2.2.4 Cost-border PSO financial model between Slovenia and Croatia. The FS was performed in 2 phases:

Phase 1: collecting and managing of data, creating drafted version of financial model.

Phase 2: final result i.e. final report about successfully finished document - PSO financial model with accent on marketing measures for service promotion.

Deliverable D.T2.2.1 Pilot action assessment methodology template produced documents as Deliverable T2.2.11 Pilot action first intermediate assessment Report of the PA n. 2 - PP5 where partner stated objectives set for pilot, distance from achievement, implemented activities, cooperation with relevant stakeholders and next steps. Deliverable T2.2.12 Pilot action second intermediate Report of the PA n. 2 followed with updates of the set objectives and activities. Deliverable T2.2.13. Pilot action final report of the PA2 gave the complete picture of steps taken in achieving pilot action final. For finalization of each deliverable, meetings with stakeholders were necessary (Deliverables D.T.3.3.2, D.T3.3.3.3. & D.T3.3.4).

Deliverables are available at:

<https://www.interreg-central.eu/Content.Node/CONNECT2CE.html>

<http://www.hzpp.hr/connect2ce?m=7969&mp=416&r=294>