# MACRO REGIONAL STRATEGY DISCUSSION PAPER

D.T3.2 | EUSBSR

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## Contents

# 1. Project background and programme context

The magnitude and growing trend of air traffic (on average 10% per year in the EU) requires actions also for the improved and sustainable landside accessibility of airports to and from their respective functional urban areas (FUAs). Airports are key assets and transnational transport gateways for citizen traffic and commercial activities worldwide. LAirA (Landside Airport Accessibility) addresses the multimodal, smart and low carbon mobility integration of airports in the mobility systems of functional urban areas. The project is supported by the Interreg Central Europe cooperation programme and includes Eastern and Southern regions of the EU and affects about 56 million passengers and 39 thousand employees of the FUAs of Budapest, Dubrovnik, Milan, Modlin (Warsaw), Poznan, Stuttgart, and Vienna.

The main subject of the LAirA project addresses the improving capacities for mobility planning in FUAs to reduce CO2 emissions. The ambition of the project is to facilitate a change in the mobility behaviours of both airport passengers and employees, by respecting the FUAs continuous energy reduction, by the introduction of smart technologies and by observing environmental mobility impacts. It is important to develop a common new low carbon mobility strategy by involving local authorities, other organizations and stakeholders. Transportation today is one of the largest sources of carbon emissions in the European Union. The main overall objective is to reduce the carbon footprint of transport activities related to the airports' landside connectivity in FUAs – develop strategies and capacities for transport planning.

The most important factors in reducing CO2 at airports and their FUAs would be the easing of the growing congestion as well as managing the traffic and transportation flow. The unlimited development creates the loss of the natural habitat, increases air and noise pollution and leads to high distress growth on the local population. The major challenge of the analysed airports and their FUAs is to find a sustainable strategic way of balancing the negative airport traffic with the wellbeing of the affected population. The project employs a transnational and innovative comprehensive approach that integrates seven key thematic areas:

Electric Vehicles: Electric vehicles are becoming increasingly practical in terms of their range, availability, cost and specification. Provision for these vehicles in terms of charging infrastructure is increasingly common at airports for convenience for customers and to support low carbon travel.

Air-Rail Links: Easy access to a fast, frequent rail link to the local city centre is an attractive alternative to road based transport to/from airports. Often faster services compete with cheaper slower rail or bus services so Air-Rail services need to be frequent, fast, high quality and well promoted.

Active Travel: To encourage cycling to the airport, particularly for airport employees, good supporting facilities and incentives are required. This includes good connectivity to cycle routes in the wider area, on-site facilities such as secure parking and showers, and incentives such as promotions and events.

Shared mobility: Car pooling and car sharing offer alternatives to taxi, hire car and single occupancy car trips. Car sharing can be more economical than taxi or traditional car hire, depending on the timescale of use. The shared cars themselves are often low emission models, including electric options. Car pooling is particularly useful to reduce single occupancy commute trips.

Intelligent Transport Systems (e.g. Apps): 63 percent of the world's population is estimated to have a smart phone and Apps are now a key method of accessing information on travel. Traditionally airport Apps have focused on parking and air-side information, however, modern best practice examples provide detailed information for passengers on landside transport options. Apps can also assist airport staff to provide high quality customer services to passengers by providing travel information, particularly at times of disruption.

Wayfinding: Airport terminals are complex buildings, often on multiple layers. Airports with multiple options for landside travel can have the associated issue of providing information in a way which is intuitive to an international and transient audience. Clear wayfinding to onward transport connections is vital to ensure these options are as easy to use as possible.

Road Based Public Transport: Bus and coach services often provide opportunities for low cost, convenient links to a wider range of destinations than rail services may provide. Special airport coaches, other coach operators and local bus services can provide excellent levels of accessibility. Local bus services also provide an important option for airport staff. Ensuring attractive and easy to use ticketing options and information is important for both passengers and staff.

In a transnational policy learning dialogue action plans for low carbon mobility of airport passengers and employees were developed, that took into consideration multiple types of measures according to the above mentioned thematic areas, not only related to public transport but also to further integrate other low carbon mobility solutions (e.g. e-mobility, car-sharing). Based on the broad – taking into consideration the characteristics of the covered FUAs – and depth of information collected and analysed, the concepts drafted and tested local and transnational level strategies are formulated that have relevance to broader EU sectoral and spatial development strategies. The ambition of this discussion paper is to highlight synergies and help to define further improvements to relevant macro-regional strategies, or in case the specific topic is not presented even to initiate the broadening of the scope of such strategies.

# 2. Macroregional Strategies of the European Union

The macro-regional strategy of the European Union is a policy framework to allow countries of the same region to jointly tackle and find solutions to problems (e.g. environmental hazards, climate change, navigability, economic or social) or to better use their common potentials (e.g. by building networks to better utilize locational advantages, natural resources, human capital). By doing so, they benefit from strengthened cooperation, thus making their policies more efficient than if they had addressed the issues in isolation. EU macro-regional strategies may be supported by various EU funds, like the European Structural and Investment Fund. EU macro-regional strategies are initiated and requested by EU Member States concerned, located in the same geographical area, via the European Council. Following the European Council request, the strategies are drafted and adopted by the European Commission. As a result, such strategies are intergovernmental initiatives. Their implementation relies heavily on the commitment and goodwill of the participating countries.

Another important aspect is that macroregional strategies do not come with new EU funds, legislation or formal structures: they rely on coordination and synergy, enabling the optimal use of all existing financial sources including EU, national, regional and private funding, better implementation of existing legislation, and better use of existing institutions at all levels. EU macro-regional strategies address challenges and opportunities specific to the respective geographical areas they are concerned with, that are too local to be of direct interest to the whole EU, but too broad to be dealt with efficiently at the national level.

The objectives of the strategies are long-term and jointly agreed by the participating countries. They vary according to the needs of the macro-region concerned, focusing on strategic issues that bring added value to horizontal EU policies. Each strategy involves a broad range of actors at various levels (international, national, regional, local), sectors (public, private, civil society) and fields of expertise, thereby providing a platform for consistent multi-country, multi-sectorial and multi-level governance. To date, four EU macroregional strategies have been adopted. Each is accompanied by a rolling action plan updated regularly to accommodate emerging needs and to remain relevant in a changing context:

- the EU Strategy for the Baltic Sea Region (2009);
- the EU Strategy for the Danube Region (2010);
- the EU Strategy for the Adriatic and Ionian Region (2014);
- the EU Strategy for the Alpine Region (2015).

These concern in total 19 EU Member States and 8 non-EU countries, representing over 340 million people. The EU member states involved are Austria, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Poland, Romania, Slovak Republic, Slovenia and Sweden, whereas the non-member states participating are Albania, Bosnia and Herzegovina, Liechtenstein, Moldova, Montenegro, Serbia, Switzerland and Ukraine. Some EU countries are involved in

multiple strategies: Germany and Slovenia are involved in three, while Croatia, Italy and Austria are concerned with two. Three non-EU countries, Bosnia and Herzegovina, Montenegro and Serbia, are part of two EU macro-regional strategies.[1]

## 2.1. The EU strategy for Baltic Sea Region

The European Union Strategy for the Baltic Sea Region (EUSBSR) was approved by the European Council in 2009 as the first Macro-regional Strategy in Europe. The Strategy is an agreement between the Member States of the EU and the European Commission to strengthen cooperation between the countries bordering the Baltic Sea in order to meet the common challenges facing these countries today. In 2012 the Strategy was reviewed to give the Strategy more focus and direction, clarify roles and responsibilities of the key implementing stakeholders and to define objectives, indicators and targets, that would be in line with and contribute to the objectives of Europe 2020 Strategy.

The EUSBSR covers 8 UE Member States: Sweden, Denmark, Estonia, Finland, Germany, Latvia, Lithuania and Poland. The Baltic Sea Region has 85 million inhabitants - that's 17% of the EU's population. The Strategy is also open for cooperation with EU neighbouring countries.


source: https://www.balticsea-region-strategy.eu/news-room/documents-materials/12-visual-identity

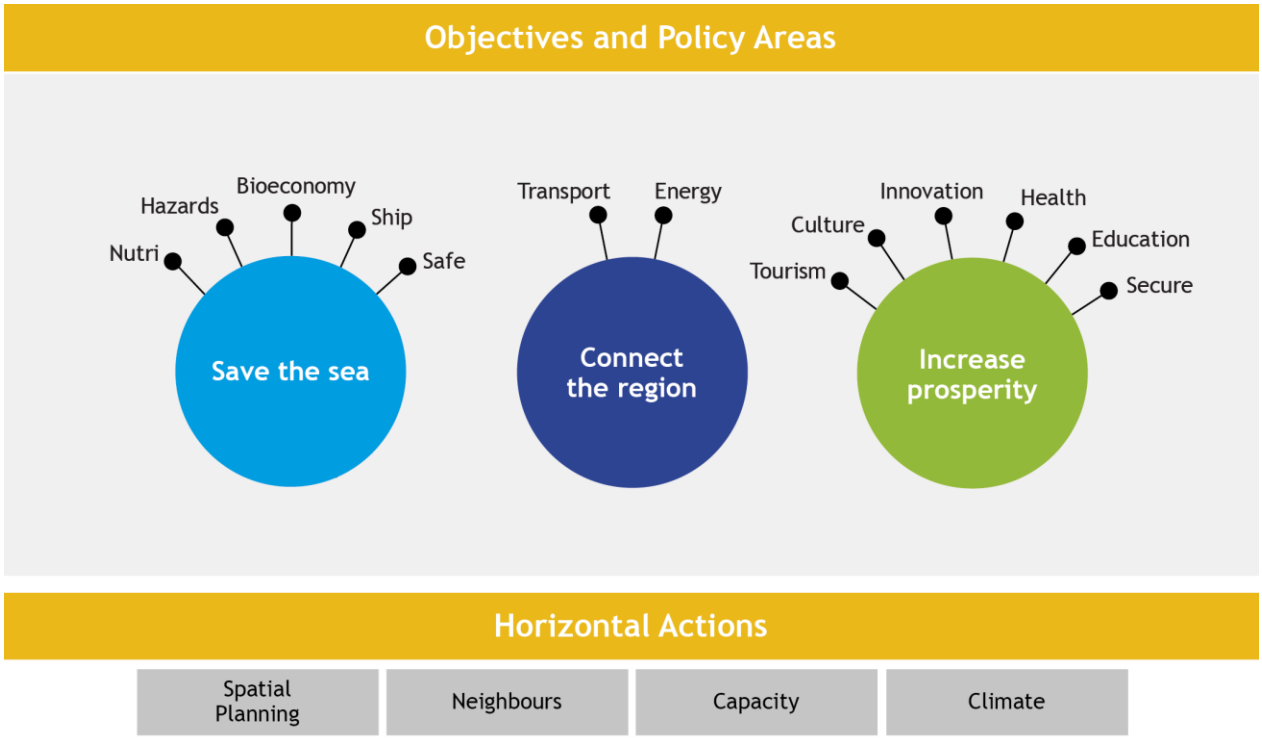
The Baltic Sea continues to be one of Europe's most vulnerable areas. The Baltic Sea is one of the world's most polluted seas. Algae bloom and even more and bigger ships move through its narrowest and shallowest straits. For historical reasons, the Region's transport systems and energy markets have developed independently of each other and the divisions from the past are still not fully overcome. Research, innovation and trade links need to be strengthened, while transport and energy connections have big gaps – especially in the eastern and northern parts of the Region. Due to the climate change the Baltic Sea is warming faster than any other sea in the world which affects region's prosperity - more floods and droughts are predicted. All these issues requires joint efforts on international level.

The Strategy has three objectives, which represent the three key challenges of the Strategy: (I) saving the sea, (II) connecting the region and (III) increasing prosperity. Each objective relates to a wide range of policies and has an impact on the other objectives. The objectives are divided into sub-objectives:

[1] https://ec.europa.eu/regional_policy/sources/cooperate/macro_region_strategy/pdf/mrs_factsheet_en.pdf

- Save the sea
    - Clear water in the sea
    - Rich and healthy wildlife
    - Clean and safe shipping
    - Better cooperation
- Connect the region
    - Good transport conditions
    - Reliable energy markets
    - Connecting people in the region
    - Better cooperation in fighting cross-border crime
- Increase prosperity
    - Baltic Sea region as a frontrunner for deepening and fulfilling the single market
    - EUSBSR contributing to the implementation of Europe 2020 Strategy
    - Improved global competitiveness of the Baltic Sea region
    - Climate change adaptation, risk prevention and management

The objectives are concretized in Action Plan of the EUSBSR. The Action Plan comprises 13 Policy Areas and 4 Horizontal Actions, which represent the main areas where the EUSBSR can contribute to improvements, either by tackling the main challenges or by pointing key opportunities of the region.




source: https://www.balticsea-region-strategy.eu/presentation-of-the-eusbsr

## 2.2. The relevance of the LAirA project results in the context of The EU strategy for Baltic Sea Region

The LAirA project seems to correspond very well with the EUSBSR objectives, even though landside airport accessibility is not the topic of any specific Strategy objective or area. However, the EUSBSR stresses the need to reduce air pollution (albeit mainly in the context of the Baltic and its ports) while improving transport links across the sea, which implies the need for a reduction of the environmental impact of air transport, including landside airport access. This is especially true in the context of the Polish partners, taking into account the fact that Poland is in the catchment area of the Baltic, i.e. pollution which ends up in Polish rivers eventually reaches the Baltic sea.

The policy areas (PA) and horizontal actions (HA) indicated in the Baltic Sea Region Strategy confirm that LAirA contributes to the implementation of the strategy. The most relevant ones are PA Energy, PA Tourism, PA Transport and HA Climate.

**Objective "Connect the Region"**

All the LAirA partner airports which offer flights to the Baltic region are to some extent involved in improving the accessibility of the Baltic Sea region, as indicated in the "Connect the Region" objective of the EUBSRS, especially its sub-objective "Good transport conditions". Airports are hubs of a growing importance for both passengers and trades and are a vital part of the transportation system. Better and low-carbon access to the airport means higher competitiveness and lower environmental impact, therefore improving accessibility to those airports contributes to the implementation of the Strategy which underlines the need to improve internal and external transport links, increase efficiency and minimise the environmental impact of transport systems (assuming that the plane trips themselves could not be replaced by lower-emission alternatives). Therefore improving landside accessibility to the airport should be seen as a measure to reach the objective Connect the Region.

**PA Energy and HA Climate**

PA Energy and HA Climate point to the need to reduce greenhouse gas emissions in accordance with the Europe 2020 energy and climate strategy and the objectives of the 2030 framework for climate and energy. One of the PA Energy indicators included in the EUBSRS is "share of renewable energy in the transport sector" with a target of 10% renewable energy in transport under the RES Directive by 2020. This is a goal easier to achieve through promoting sustainable modes of transport to airports, as in the LAirA project. One thematic pillar of the LAirA project is focused on the e-mobility, promoting e-vehicles in the private, corporation (taxis, car rental and car sharing) and public (buses, trains) transportation. E-vehicles can contribute to the target of 10% renewable energy in transport, but only under condition that electricity comes from renewable energy sources. The LAirA project is also promoting the use of public transportation and non-motorized transport in trips to airports, which also should contribute to the goal of "promotion of energy efficiency". This goal is particularly supported by LAirA deliverables: 'Pilot on low carbon mobility management – testing car-pooling platforms and implement awareness campaigns', 'Transnational transferable ITS tool for landside passengers low carbon travel planning' and 'Transnational pilot in Milan Airports' FUA on low carbon passengers mobility with ITS tool application'.

First deliverable is addressed to airports' employees and realized as a pilot using car-pooling platform at 4 airports (Linate, Malpensa, Budapest and Warsaw/Modlin) and as an awareness campaign at 3 airports (Poznan, Dubrovnik and Stuttgart). The main objective of the car-pooling pilots is to test the platform at the specific airports and to find out whether it can decrease greenhouse gas emissions and therefore contribute to the project goals. The pilot duration is from 6 to 12 months depending on the location. Also the preceding promotional campaign, the way of encouraging employees to use the app and the app itself varies from airport to airport. From the first results of the testing following common findings can be seen:

- airport managing authority support is a critical factor;
- company benefit system is a must for a successful motivation of employees;

- positive motivation may not be enough, it is advisable to combine it with measures aiming at discouraging from undesirable behaviours;
- company kind and size, existing benefit systems are key factors in choosing the right tools for employee motivation;
- multichannel communication should be provided although the best results gives guerilla videos in the case of the Budapest airport;
- car-pooling solution is not applicable everywhere - critical number of employees must be reached. A specific value depends on the number of shifts and the catchment area (1000 employees at Warsaw/Modlin airport and 2000 employees in Stuttgart seem to be not enough).

Awareness rising campaigns also varied from airport to airport. The most successful one took place in Dubrovnik under the name 'Bike to work', which represents an awareness-raising campaign for employees about environmentally conscious ways of travelling to work and reducing motorized traffic as well as achieving energy efficiency. It based on the already existing positive employees' behaviour. The campaign included promo activities of providing a cycling equipment to a local bicycle club among which members there are airport employees. The campaign was great media success being present in many local and even national media: printed and online newspapers, TV and social media. The result and conclusions from the campaign are as followed:

- the campaign achieved the expected results of the project;
- all project participants are satisfied with the results;
- bicycle club members and employees have expressed their desire for additional projects and similar activities;
- giving direct benefits to participants from attending a particular event, such as reimbursement of travel expenses, an attractive venue, or listing important persons as participants in an event, can often help to attract more participants;
- it is recommended to check analytics websites as well as media analytics, which is a very useful tool for measuring visits and other metrics that show successful project results.

Two next deliverables considers passengers and are implemented at two Milan airports. The idea is to prepare the mock-up of the app for passengers facilitating sustainable landside mobility and to test the app for a year long. The results of this pilot would be used to upgrade the existing airport app by adding new tested features. The pilot is at the early stage and no conclusion can by drawn.

The HA Climate oriented towards reducing human influence on the climate is set to promote low emission development, as well as sustainable consumption-oriented measures and sustainable lifestyles in order to lower the Baltic Sea Region's carbon footprint. Again, the LAirA project fits into these goals through promoting a reduction in the carbon footprint of trips to/from airports, under the assumption that the plane trips themselves could not be replaced by lower-emission alternatives. The project also contributes to the HA Climate aims of raising the public awareness of low-emission lifestyles and providing planning authorities with information on low-carbon development options. This is supported in particular by following LAirA deliverables: described earlier rising awareness campaigns for airport employees, 7 thematic actions plans (Electric mobility, Air-Rail links, Soft mobility, Shared mobility, ITS mobility, Wayfinding, Road public transport) and strategies focusing on low-carbon mobility in airport FUAs. Moreover important part of the project is cooperation with stakeholders and transferring LAirA results to wider audience especially to public authorities responsible for managing transport, environment and climate issues and airport authorities. In the case of an effective modal shift, the project will also help to achieve the HA climate sub-objective of promoting resource-efficient measures, as measured by a reduction in greenhouse gas emissions and an increase in energy efficiency (targets analogical to those in PA Energy).

**PA Tourism and PA Transport**

PA Tourism and PA Transport both stress the need for more sustainable mobility systems. PA Tourism, indirectly, by formulating the need to undertake action in the field of mobilizing sustainable tourism and PA Transport in greater detail, as indicated by its subtitle: "facilitating a sustainable and efficient transport system in the Baltic Sea Region". The LAirA goal of reducing the share of journeys in low-occupancy cars, implementing by car-pooling platform pilot, corresponds directly to the need for a reduction in congestion, pollution and GHG emissions formulated in the EUSBSR. At the same time, improving the effectiveness of public and non-motorized transport systems in airports' catchment areas contributes to ensuring that airports are "well connected with their respective hinterlands" and that there is "efficient local and regional public transportation, contributing to better mobility within commuting areas". The LAirA project itself can also be seen as a "platform for cooperation between public administration, research and business sectors to identify potentials and pave the way for future investments", as well as a step towards "compatible and consistent transport planning and management processes between the governance levels and across administrative borders". The meetings organized within the LAirA project contribute to the objective of "encouraging macroregional transfer of sustainable solutions in passenger and freight transport", even though the Strategy only provided as an indicator the thematic events arranged directly under the header of EUBSRS PA Transport.

# 3. Proposals for consideration

## 3.1. Practical experience from the LAirA project

Taking into account LAirA experience and the EUSBSR it is advisable to:

- use positive as well as negative motivation while aiming at changing behaviours i.e. reword positive behaviours and prevent from undesirable one. At the same time it is recommended to start with promoting and rewarding already existing positive behaviour. It is important especially in sub-objective "promotion of energy efficiency" of PA Energy and PA Climate and any other behavioural change campaigns and actions.
- communicate a lot and in the multichannel way, especially direct informal messages (for example guerrilla video) sent from one person to another may have particularly huge effect.
- always try to gain the support of the adequate authority and keep them informing about undertaken actions and their results.

## 3.2. Recommended literature from the LAirA project

In the LAirA project partners have prepared a lot of reports, studies action plans and strategies. Some of them are particularly worth reading in the context of the EUSBSR.

**International best practice report**

This report is divided in the same seven thematic areas as the LAirA project. The best practice review has been conducted via desk based research focussing on 20 case studies, across 16 airports located in Europe and North America. The desk based research was complemented with interviews with stakeholder representatives, who assisted in providing more detail on several topic areas. Recommendations refer to best practice implementation and aimed at stakeholders with an interest in developing them.

**Transnational Action Plan - Multimodal, Smart and Low Carbon Accessibility in Airport Functional Urban Areas**

This report specifically focuses on identifying actions for sustainable surface access at the LAirA airports. It can support non-partner airports in better understanding which actions they can deliver to improve landside accessibility, by bringing the LAirA partners' experience.

**Educational Model on Understanding the Integration of Airports' Landside Access Into the Mobility Systems of Urban Areas**

This educational model handbook presents the multimodal and sustainable low carbon mobility integration of seven different airports in the transport systems of their functional urban areas (FUAs). The educational training would cover public authorities, such as public servants and transport providers, as well as airport employees to improve their skills in the development of low carbon mobility services at the airport and its catchment area. It is very important to understand the sustainable airport connectivity procedures, so that the right solutions to the problems that arise in the mobility sector of the FUA can be found.