

# OUTPUT FACT SHEET

## Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE1074 LAirA
Lead partner	Municipality of 18 <sup>th</sup> District of Budapest
Output number and title	O.T.2.3.5 Pilot on low carbon mobility management - ITS tool application and awareness raising campaigns
Investment number and title (if applicable)	
Responsible partner (PP name and number)	PP6 - DBV
Project website	<a href="https://www.interreg-central.eu/Content.Node/LAirA.html">https://www.interreg-central.eu/Content.Node/LAirA.html</a>
Delivery date	31 <sup>st</sup> of December 2019
Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character	

Dubrovnik Airport Ltd identified its pilot action as an awareness raising campaign targeting its own employees, other airport users and wider public in order to promote environmentally conscious means of traveling to work and to/from airport.

Accordingly, Dubrovnik Airport recognized best possible solution to implement such a pilot action by organizing a workshop in Dubrovnik airport premises which will be open for public and covered by media. Event was organised as of 10.8.2019. at Dubrovnik airport premises.

The main message of the event was raising the environmental consciousness of employees by educating them about positive effects of the Laira project, especially in promoting of travelling to work by foot or by bicycle in order to reduce harmful effects of travelling by car.

Within the pilot action workshop, the presentation given by Josip Paljetak, Dubrovnik Airport LAIRA project manager, focused on two very important messages for Dubrovnik Airport employees and wider public:

- “Green ways to Airport” which represents an awareness-raising campaign for passenger, airport users and wider public about environmentally conscious ways of traveling to/from the airport. During the workshop, all relevant stakeholders were introduced with LAIRA project, its outputs and objectives and importance of “going green” in airport mobility and accessibility.
- “Burn fat, not oil” - which represents an awareness-raising campaign for employees about environmentally conscious ways of traveling to work and reducing motorized traffic. This message was enhanced by organizing bicycle tour with employees around Dubrovnik Airport premises joined by special guest from “Konavle” bicycle club.

Beside the event, the campaign included following promotional activities:

- social media coverage , internet media coverage, local TV coverage
- Laira project video production and broadcasting
- Distribution of promotional materials (drawstring sport bag, sport drinking bottles, bike repair kit tool)

### NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS 3, Dubrovnik-Neretva County

### Investment costs (EUR), if applicable

Not applicable

### Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

During the pilot action workshop Dubrovnik Airport representatives presented LAIRA project and its outputs and benefits, as well as importance of ecological friendly means of the transport from / to airport and within airport premises.

During the presentation discussion was raised among attendances, it was concluded that such green field initiatives needs to be adopted within City of Dubrovnik plans, local community plans and other stakeholders (rent-a-car companies, travel agencies....) business plans in order to reduce CO2 emission. Also, great focus should be put on promoting such ecological friendly means of transport and local communities were suggested to find some kind of support for companies that are prepared to invest in green field transport within the designated area.

Furthermore, Dubrovnik Airport used conclusions of the pilot actions as well as project outputs to be more involved in smart and sustainable airport accessibility by participating as a partner in electrical car sharing transport to / from the airport.

As result of the pilot action and positive feedback received by our employees regarding usage of environmentally friendly means of transport with airport area, the management decided to acquire, within other EU funded project Interreg ADRIGREEN, e-bikes and electric scooters for operating staff and two electrical vehicles for maintenance staff for daily airport operations. In this manner, we have reduced CO2 emission in our landside and airside area. Our employees are very satisfied with this ecological solution and extremely willing to use them in daily work. We have promoted this solution to our Italian ADRIGREEN partners and wider public.

Target groups reached are related to local community including City of Dubrovnik, Dubrovnik Neretva County, Dubrovnik Airport employees, passenger and other users ( i.e. travel agencies, rent-a-car companies, airport concessionaries....) and wider public through promotion on different kind of medias.

### **Sustainability of the pilot action results and transferability to other territories and stakeholders.**

Dubrovnik Airport is planning to regularly maintain such campaigns promoting environmental friendly living among employees, sport unions and airport users at least once in a year. For example, in March 2020., Dubrovnik Airport organized “Runway run” and encouraged its employees to actively participate either as runners or as volunteers in promoting healthy way of living by raising awareness.

Based on gained experience in this pilot action, we would recommend other airports, with similar accessibility issues and similar climate conditions, to implement events promoting bike transport to and from airports as well as usage of public transport where possible. Additionally, we would recommend that all stakeholders put joint effort in organizing ecological public transport, car sharing services or other ways of transport to / from airports in order to reduce CO2 emission.

### **Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)**

Although, due to the comfort of employees in travelling to work by car and acknowledgement of really difficult process of changing that habit, Dubrovnik Airport started to implement ecological transport solutions firstly within its own premises as described in previous paragraph. This consists of securing electrical bikes, scooters and vehicles for employee usage in performing day to day work processes. By this measure, we hope that employees will become more aware of the benefits of such means of transport and that employee and corporate culture of travelling to work will be changed. Also, based on experiences gained in the project, especially from partners from Milano Airports, we are considering to introduce financial stimulous for employees that use bikes or other ecological ways of transport to work.

Additionally, COVID-19 pandemic crisis, and decrease in salaries that has occurred in Dubrovnik Airport, forced employees for car sharing options to travel to work in order to make savings in house budget. According to first impressions of employees, they are more than satisfied how they have organized themselves in car sharing process that this process has a great opportunity to continue in the future.

As mentioned in the previous paragraph, Dubrovnik Airport used results and outputs of the LAIRA project to raise environmental awareness on other projects and other partners we are involved in. Also, based on the relevant studies produced within the LAIRA project, Dubrovnik Airport has prepared its three year business plan which includes investments in ecological equipment. This way the knowledge developed by the transnational partnership was and going to be applied on local level.

For instance, Dubrovnik Airport is planning its participation in future Green airports calls (projects) in close co-operation with other interesting parties with main objective to implement energy green self-sustainable airport. Based on this, in its investment plans Dubrovnik Airport has anticipated construction of solar plant, waste management plant as well as increasing energy efficiency of airport infrastructure.

#### Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

#### Regulatory requirements compliance

N/A

#### Sustainable development

As explained in previous paragraphs, Dubrovnik Airport used conclusions of the pilot actions as well as project outputs to be more involved in smart and sustainable airport accessibility by participating as a partner in electrical car sharing transport to / from the airport. Also, awareness is raised among Dubrovnik Airport employees and management on importance of being green airport and one of the targets set in the future is to be energy self-sustainable airport with zero gas emissions.

#### Horizontal principles

All outputs of the project as well as future investments done according to project recommendations are and will be equally available to the general public use. Also, Dubrovnik Airport is constantly improving in involvement in ensuring equal opportunities such as taking over role as a lead partner in new project within Danube Transnational programme. Project is called DANOVA and its main objective is to ensure full accessibility of transport system (airports, ports, trains and bus stations) to visually impaired persons.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links  
If applicable, additional documentation, pictures or images to be provided as annex

Deliverable number

DT.2.2.4 Dubrovnik Final pilot report: <https://www.interreg-central.eu/Content.Node/CE1074-LAirA-DT224-Final-pilot-report-campaign-DBV.pdf>

Evidence of project monitoring - Digital (internet), web links:

- <http://www.dubrovniknet.hr/novost.php?id=70574>
- <https://dubrovackidnevnik.rtl.hr/vijesti/grad/druzenje-na-aerodromu-uz-bicikljanje-do-ocuvanja-okolisa-foto>
- <https://www.liberoportal.hr/vijesti/projekt-laira-zracna-luka-dubrovnik-organizirala-druzenje-s-clanovima-biciklistickog-kluba-konavle>
- <https://dubrovacki.slobodnadalmacija.hr/zupanja/konavle/clanak/id/617920/zracna-luka-dubrovnik-i-biciklisticki-kluba-konavle>
- <https://www.dubrovnikpress.hr/component/k2/item/35278-zl-dubrovnik-uz-projekt-laira-organizirala-druzenje-s-clanovima-biciklistickog-kluba-konavle.html>
- <https://www.jutarnji.hr/Promo/zracna-luka-dubrovnik-u-sklopu-projekta-laira-organizirala-druzenje-s-clanovima-biciklistickog-kluba-konavle/9234599/>
- <https://www.dulist.hr/zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj/598502/>
- <https://dubrovackidnevnik.rtl.hr/vijesti/zupanja/zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj>
- <http://dubrovniknet.hr/novost.php?id=70655>
- <https://www.liberoportal.hr/vijesti/odrzivi-razvoj-i-zastita-okolisa-zracna-luka-dubrovnik-potice-nove-oblike-mobilnosti-i-odrzivi-razvoj>

Annex: pictures about the campaign

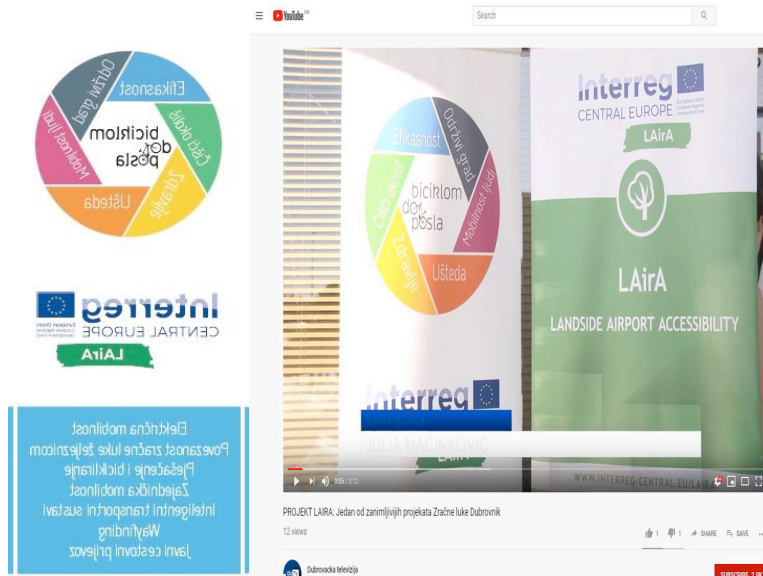
Promo materials of the project: drawstring sport bag and 500 ml sport drinking bottle in solid PE plastic.



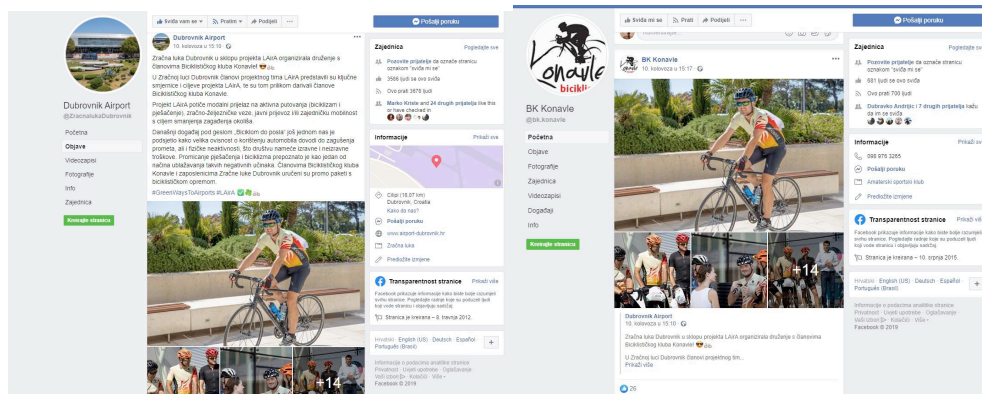
Bike repair kit. 15-piece multitool with 2 tyre levers, grater, glue and stickers including pouch with reflective trim.



Roll up



Facebook page Dubrovnik Airport and Facebook page BK Konavle



Instagram Libertas\_TV

