

**Sustainable
transport**



**Why reinvent the wheel?
Capitalising on regional policy
achievements in promoting
sustainable transport**



October 2013



About the authors

Robert Stussi is director and owner of Perform Energy – a mobility, transport, energy and environment consulting firm. He is also an advisor to governmental, regional, and local authorities. He holds a Master's of Science in Urban and Regional Planning. He is the Vice President of the Portuguese Electric Vehicle Association (APVE).

Claudio Casimiro works as a Project Coordinator at the APVE. He is specialised in energy efficiency, renewable energies, and in sustainable and electric mobility. He holds a Master's in Business Administration and a Master's of Science in Regional Economics and Local Development. He has worked as a consultant in several INTERREG projects (IIIB, IVC).

Marco Mastretta is the leader and founder of Ing. Marco Mastretta - Studio Professionale (transport engineering and consultancy). He is specialised in project management, in mobility issues, in technology and in technological innovations, with a focus on transport and industrial systems and applications. He holds a degree in Electronic Engineering. He is the Managing Director of the Italian car sharing association.

José Manuel Paisana was the director of the department of studies and projects at the National Rail Institute and also head of the technical rail regulation unit at the Institute for Transportation and Mobility in Portugal. He is specialised in transport planning and policies, including transport economics, and holds a Postgraduate degree in Transport. He has worked as a consultant in various strategic transport plans in Portugal and Africa.

Joachim Bergerhoff is Senior Strategic Analyst at STIB-MIVB, the public transport operator of Brussels. His Master's is in political sciences, and, before his current assignment, he worked in the fields of transport policy, transport planning, public transport operations and promotion of non-motorised transport, in regions as diverse as the Walloon Region of Belgium, the cross-border region of Geneva, and Kosovo.

Nuno Quental works as an administrator at the Section for Transport, Energy, Infrastructure and the Information Society of the European Economic and Social Committee. Before, he worked for ERTICO – ITS Europe, for ICLEI – Local Governments for Sustainability, and for the Porto Catholic University. He holds a PhD in Territorial Engineering and a Licentiate degree in Environmental Engineering.

Published by the Joint Technical Secretariat of the INTERREG IVC Programme 2007-2013

Content advisory group: Magdalini Anagnostou, Jason Martinez, Kelly Zielniewski

Editorial advisory group: Nuala Morgan, Petra Polaskova

Editing: Richard Conlin, Paul Webster

Design and printing: ESN – European Service Network

Printed in October 2013

Photo credits: cover © CaroleGomez, iStockphoto

Printing and downloading of extracts from this brochure for public use is permitted provided that the source is quoted.

No content may be used for any commercial purposes.



Why reinvent the wheel? Capitalising on regional policy achievements in promoting sustainable transport

Sustainable transport presents many new challenges but also opportunities for regional policymakers. In this context, the interregional cooperation programme, INTERREG IVC, has recently published the results of an important policy analysis, one in a series of 12, each focusing on a different policy theme. This brochure offers just a brief preview of what you can find in the report on 'Sustainable transport', which details a raft of tried-and-tested good practices and offers timely evidence-based policy recommendations.

Sustainable transport: why it matters

European transport policy often addresses acute problems such as congestion and pollution, which are common to long-distance transport corridors or larger cities and metropolitan areas. Smaller cities and rural areas have less acute, but equally fundamental issues with transport, not least a lack thereof.

Transport policy must today respond simultaneously to diverse needs: economic, social and environmental. The watchword is sustainability. In this regard, regions are responsible for developing coherent approaches that address the 'three pillars of sustainability' as this relates to transport, from the metropolitan centres to their rural peripheries:

- Regions need **economically sustainable** transport to ensure accessibility, internally and inter-regionally, for the competitiveness of their businesses;
- Regions must offer **socially sustainable** mobility that guarantees the mobility and social inclusion of non-car owners so as to maintain complete and dynamic social fabrics;
- Regions are responsible for ensuring an **environmentally sustainable** transport system. The transport sector will be a key driver in meeting the ambitious 'EUROPE 2020' targets for climate and energy.





Sustainable transport: challenges at regional level

The sustainable transport challenges involve the design and progressive implementation of a coherent long-term strategy of integrated policies and actions. But, of course, the constituents of such a strategy cannot always all be addressed simultaneously, and projects need to focus on operational topics that will eventually form part of the holistic policy design, based on:

- the broader institutional context and the logical necessities of transport policy-making; and
- an analysis of the 244 good practices developed in the INTERREG IVC sustainable transport projects.

Through this analysis, the expert capitalisation team has identified various topic areas that outline the main challenges for European regions.

For the long term, the integration of **Transport and Land Use Planning** is the first fundamental strategic challenge. Land use planning and the distribution of economic and social functions must take into account the basic requirements of sustainable transport logistics. This requires good local governance and cooperation among institutions at an appropriate scale and with the appropriate capacities, such as through the creation and strengthening of Regional Transport Authorities.

The **Financing of Public Transport** probably offers the greatest challenge with respect to reconciling the three pillars of sustainability. Environmental and social objectives call for more and more sophisticated public transport systems and the question arises: How can these be financed in a fair and efficient manner? Finance for public transport – from mass transport to smaller systems of shared transportation – is only sustainable in the long term if it leads to a considerably increased share of public transport in overall motorised transport volumes. Encouraging the use of public and shared transportation is therefore at the core of many good practices.

ITS (Intelligent Transport Systems): Even professional planners and operators have great difficulty in coping with regional transport optimisation challenges, especially when infrastructure and service networks are less dense, managed by a variety of authorities, and not entirely designed to local needs. With ITS, regional authorities can address these shortcomings by providing the information tools that help make the best of the existing situation.

To be effective, Intelligent Transport Systems must be easily accessible to all. **Accessible transport** is a prerequisite for the social sustainability of transport systems. Many regions face severe problems of ageing demography or a lack of transport facilities for children. Accessible transport not only ensures equity but also maintains the social fabric of entire neighbourhoods, which, in turn, may be critical for their economic sustainability as well. Many organisations – businesses and social institutions depend on employees, customers and users coming to their premises via transport systems.

Mobility Management refers to the organisation-based measures and services designed to help people get to their destination, safely, economically and, ideally, with an extra health benefit from physical activity associated with active modes of transport, i.e. walking and cycling. Regardless of how well transport is designed, organised and delivered by soft and active modes, it will continue to rely heavily on motorised means of transport. Therefore, encouraging low emission transports is part of any complete sustainable transport strategy.



Meeting the challenges: good practices from INTERREG IVC

A number of selected examples and solutions to these challenges, which are detailed in greater depth in the full report, are summarised here:

Good practice guides

The metropolitan regions of Stockholm and Gothenburg (Sweden), are resolutely addressing the challenge of integrating transport and land use planning. While the national legal framework of course strongly determines the formal capacity of transport authorities to influence this process, good practices presented by these authorities show how transport issues can become part of the spatial planning process if they are introduced early and involve all the key stakeholders, especially local government at municipal level.

The *'Ideal Intermodal Node – Guidebook on intermodality in the Gothenburg region'* edited by the Gothenburg Region Association of Local Authorities (CATCH_MR project) is one tangible result of this approach – in terms of current system designs as well as of the planning process. It describes how an intermodal node/interchange can be developed taking into consideration all the relevant stakeholders, especially the most important of all: the traveller.

Spatial planning, public transport provision, and use

Public transport authorities in Bucharest, Budapest, Riga, Vilnius, Warsaw and other new member states' cities and regions are currently adopting state-of-the-art technologies and management tools enabling them to maintain and redevelop a high level of spatial planning, public transport provision and use. ZTM Warsaw's *'Innovative schemes of tendering and contracting public transport'* (CAPRICE project) began as a simple way to adapt to the rapid changes of the 1990s, but it is now a means of improving the quality of service delivery, and has enhanced the authority's capacities for the development of customer services, such as the inter-modal, cross-border travel planner (in cooperation with VBB Berlin), including airline connections and door-to-door travel advice.

British authorities have been struggling with certain effects of bus transport deregulation which gave the bus operators full autonomy and right to design their routes and timetables, and which withdrew a number of regulatory and financial instruments from the authorities' arsenal. In response to this situation, they have developed new forms of





intervention, in line with their own prerogatives, such as infrastructure and public information, like the *Quality Bus Partnership and Journey on Travel Awareness* marketing campaign, developed by the Brighton & Hove City Council, UK (MMOVE project). In Cambridge, UK, PIMMS TRANSFER project included features such as pedelecs in the local bike share facility (as in Reggio Emilia, Italy). These and many other examples also clearly show how transport challenges and the development of state-of-the-art solutions are, by no means, limited to metropolitan regions.

Electric Vehicles

Electric vehicles are prominent in Ulm's 'Car-to-go' (MMOVE project) innovative car-sharing schemes (subscription-based car-hire with the possibility to take up and leave the car wherever convenient) and in the good practices of the SUM project, including *MOBI2GRID*, aimed at developing a grid of recharging stations for electric vehicles between Porto (Portugal) and Vigo (Spain) ensuring the interoperability of electric vehicles between the two countries.

Responsive public transport services

Among the examples of demand responsive public transport services in suburban and rural settings, which aim to provide good quality service at a reasonable cost, there is Almada's *Flexi BUS System* (FLIPPER project), based on fixed routes with detours on request (called 'pick-ups' or 'antennas'), pre-determined schedules, passenger drop-offs on request, and admittance of passengers at previously designated meeting points.



© stevenallan, iStockphoto



Discover more about current sustainable transport policy

The full report examines the policy context for sustainable transport as well as the different approaches used in tackling sustainable transport challenges. It displays the array of European policies related to regional transport: it presents six concluded sustainable transport projects, involving a total of 73 partners and 94 identified good practices, grouped into nine thematic areas. The report also introduces another nine ongoing projects with further good practices for analysis, dissemination, and potential transfer.

The report is organised around ten important areas of sustainable transport policy-making and also includes detailed key policy messages and conclusions on:

- land use and transport planning;
- regional transport authorities;
- financing public transport;

- encouraging the use of public and shared transport;
- mobility management;
- ITS – intelligent transport systems;
- accessible transport;
- encouraging low emission transports;
- sustainable transport awareness campaigns.

The full report is invaluable for regional transport policymakers looking to adopt or that have already introduced sustainability objectives in their regional transport strategies. In light of the upcoming new ERDF funding period and its increased focus on sustainability, regional transport policymakers will find the report helpful to learn from the experiences and the good practices outlined.

Download the full report from: www.interreg4c.eu/capitalisation

INTERREG IVC Thematic Capitalisation



Innovation systems



Innovation capacity of SMEs



Eco-innovation



Creative industries



Entrepreneurship



E-government services



Demographic change



Rural development



Climate change



Energy efficiency



Renewable energy



Sustainable transport

Over the last seven years the INTERREG IVC programme has been enabling public institutions all over Europe – over 2000 in total – to ‘learn through cooperation’ across 204 different interregional projects aimed at improving regional policies.

In June 2012, the programme commissioned a team of thematic experts to analyse, benchmark, and capitalise on the wealth of knowledge generated by projects working on similar regional development issues. Altogether, 12 policy themes, ranging from innovation to the environment, have been covered. 12 reports are now available detailing the insights and lessons from this capitalisation process for the benefit of all regions across Europe.

In their presentation of the wide range of innovative good practices and policies improved by the projects, the reports offer a timely inventory of up-to-date evidence and experience to help regional authorities and interested stakeholders introduce or develop their regional policies. Policymakers and practitioners at all levels – regional, national and European – will find theme-specific recommendations tailored to them.

This brochure is a preview of the full-length report in the field of sustainable transport.

The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million was granted for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy makers.



www.interreg4c.eu