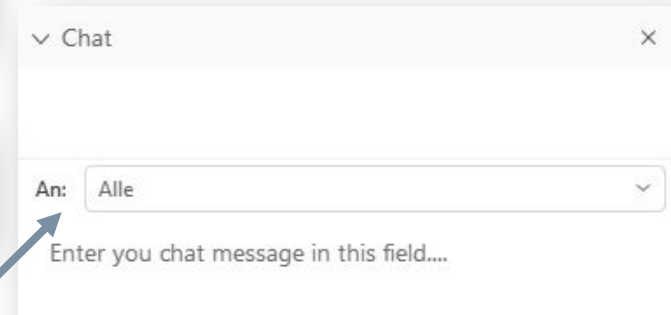
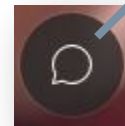


# WELCOME TO THE ONLINE SYMPOSIUM „CONNECTING PERIPHERIES“

## Code of Conduct

- Keep yourself muted and only unmute yourself upon request.
- Leave your webcam off.
- Use the chat for questions and remarks.



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# Connecting Peripheries

Online-Symposium on Cross-border  
and rural-urban transport



26. May 2020

10.00 - 11.30 am

Cofinanced by:



Deutscher Verband für Wohnungswesen,  
Städtebau und Raumordnung e.V.





# AGENDA

## 10:10 - TOPIC I - “BOOSTING CROSS-BORDER CONNECTIONS“



**Introduction: Legal obstacles to cross-border transport and possible solutions**

**Lessons learnt from the project *b-solutions***

*Cinzia Dellagiacomma, project manager at Association of European Border Regions (AEBR)*



**Increasing tourism traffic on selected train lines through digital marketing**

*Marco Lukat, project coordinator, Vogtland Transport authority, Saxony, DE - representing Peripheral Access partnership*



**New ways to increase attractiveness of peripheral border areas by new public transport offers**

*Květoslav Havlík, Deputy director of South Moravian Integrated Public Transport Agency, CZ - representing Peripheral Access partnership*



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# AGENDA

## 10:50 - TOPIC II - “TARGETED SOLUTIONS FOR PERI-URBAN AND RURAL AREAS”



### Extending a system of multimodal mobility hubs to urban peripheries

*Anna Reichenberger, project coordinator at Regional Management Agency of the Metropolitan Area of Styria, Graz, AT - representing Peripheral Access partnership*



### Tomorrow's rural mobility - introducing the MAMBA project and “people-to-people” mobility solutions

*Jasmin Weißbrodt, project coordinator at County of Cuxhaven, Partner of the MAMBA project (Interreg BSR), DE*

## 11:10-11:30 - Q&A-session with all presenters



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# TOPIC I

## BOOSTING CROSS- BORDER CONNECTIONS



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European Union  
for smart, inclusive  
development



SOLUTIONS



EUROPEAN UNION  
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development



GIZ  
GIZ-DEUTSCHE  
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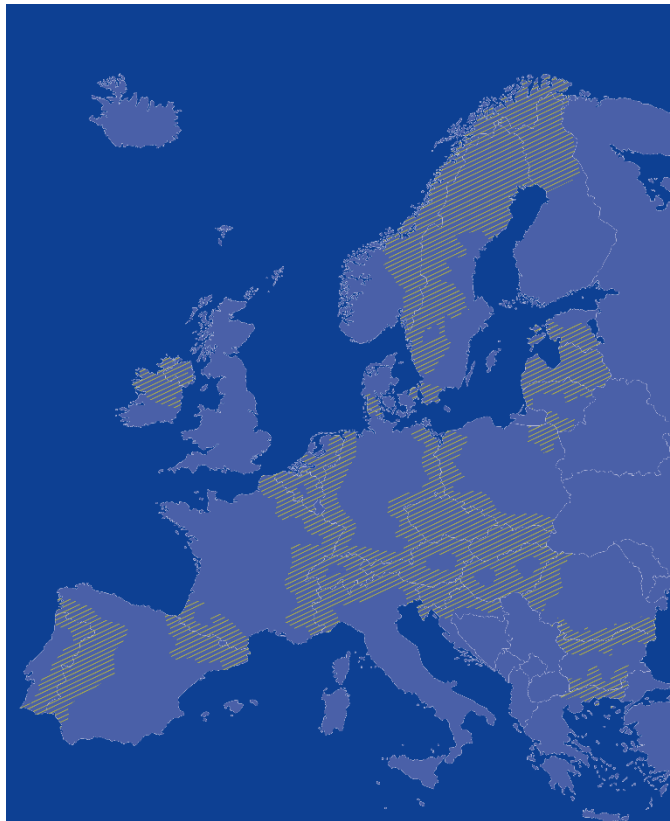
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# Legal obstacles to cross-border transport and possible solutions

Cinzia Dellagiacoma

# TOPIC I - BOOSTING CROSS-BORDER CONNECTIONS



30% of Europeans live in border regions

>specific obstacles are a clear brake to the development of border regions



identifies and promotes sustainable methods of resolving border obstacles of a legal and/or administrative nature along EU internal land borders



# BOOSTING CROSS-BORDER CONNECTIONS



© River Minho EGTC

Communication *Boosting Growth and Cohesion in EU Border Regions* adopted by the Commission on 20 September 2017:

*“Lacking, insufficient or low-quality public transport services are still a reality for many citizens in border regions”*



# BOOSTING CROSS-BORDER CONNECTIONS

## Obstacles concern:

- the set-up of a **bus line** between border cities
- the use of **air quality certificates** in border areas
- modal shift to **maritime transport**
- **trains' interoperability** and the full exploitation of infrastructures
- **building permissions** for a pieces of infrastructures
- creation of an **e-bike infrastructure**



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# BOOSTING CROSS-BORDER CONNECTIONS



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> laws regulating these transport projects are applicable only in the national territories

To ensure the provision of transport services in a cross-border context, local actors face more challenges than it is the case for projects within national states



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# BOOSTING CROSS-BORDER CONNECTIONS

European Grouping of Territorial Cooperation EGTC GO (Gorizia, Nova Gorica and Šempeter-Vrtojba), IT-SI

European Grouping of Territorial Cooperation River Minho EGTC, PT-ES

Municipalities of Chaves and Verín, PT-ES



© Eurocity Chaves-Verín, EGTC

Obstacle:

Difficulties to set-up of a **bus line** between cities on the Slovenian-Italian and the Spanish-Portuguese borders

Solutions:

involvement of competent authorities to sign a **bilateral agreement** allowing for the bus line while adapting the project to regulations on international road transport



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# BOOSTING CROSS-BORDER CONNECTIONS

Eurodistrict Strasbourg-Ortenau EGTC, FR-DE



© Frederic MAIGROT Strasbourg Eurometropole

Obstacle:

**air quality certificates** are not mutually recognised by France and Germany

Solutions:

**amendment of national laws** to introduce mutual recognition of the air quality certificate of other countries, or introducing exceptions for citizens in border regions



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# BOOSTING CROSS-BORDER CONNECTIONS

French Riviera Chamber of Commerce - CCINCA, FR



© Calypso Santamaria

## Obstacle:

modal shift to **maritime transport** for the coastal area between France and Italy is lengthy to start

## Solutions:

**amendment of national laws** to allow local authorities to manage a project of public transport even if this has an international scope, making use of European mechanisms to facilitate the coordination of the planning phase



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# BOOSTING CROSS-BORDER CONNECTIONS

## Autonomous Port of Strasbourg, FR



### Obstacle:

lack of **interoperability** of the Autonomous Port of Strasbourg for German **trains**

### Solutions:

signing of a **bilateral agreement** to introduce mutual recognition of safety standards to enhance interoperability



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# BOOSTING CROSS-BORDER CONNECTIONS

Euroregion Nisa, CZ-DE, PL



Obstacle:

denial of the **building permission** for a bridge between Germany, Poland and Czech Republic

Solutions:

signing of a **joint agreement** in respect of the project among competent authorities from each country granting the authorisation to build the bridge



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# BOOSTING CROSS-BORDER CONNECTIONS

Ministry of the German-speaking Community, BE



© Velocity Aachen

Obstacle:

creation of an **e-bike infrastructure** between Germany and Belgium is uncertain

Solutions:

**internationalisation** of the German company providing the infrastructure, ensuring compliance with Belgian laws



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# BOOSTING CROSS-BORDER CONNECTIONS

Key success factors include:

- a strong base analysis of the local transportation needs;
- the validation of local public transportations plans by national authorities;
- prior cross-border recognition of authorisations and procedures, such as (e.g.) the safety certifications;
- engagement of a broad cross-border group working on a specific project before obtaining relevant permits.

Solutions require:

- a staged approach to overcoming obstacles
- multiple phases that gradually follow a critical path via a well-planned programme of actions.



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# BOOSTING CROSS-BORDER CONNECTIONS



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To start cross-border connections, actors in border regions need:

- effective engagement and involvement of competent **actors, at different administrative levels**;
- the development of **tailored actions**;
- alternative tools aiming at stabilising the proposed solutions in the long term;
- To be enabled to operate cross-border transport and mobility within a **favourable legal framework** and arrangements;
- the support of **national authorities**.



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# BOOSTING CROSS-BORDER CONNECTIONS

Example: European Grouping of Territorial Cooperation of the Municipalities of Gorizia, Nova Gorica and Šempeter-Vrtojba EGTC GO, IT-SI

Obstacle: creation of a new integrated public transportation network between the 3 municipalities was prevented

Solution: within 15 months, a bilateral cooperation agreement enabling the set-up of a new cross-border bus lines has been prepared, through:

- the mobilisation of the relevant actors at local, regional and national level (the Ministry of Infrastructure of the Republic of Slovenia and the Italian Region Friuli Venezia Giulia);
- the involvement of the local transport operators from both countries (APT Gorizia and Nomago);
- a study on cross-border mobility flows;
- an analysis of current regulations on public transports in cross-border areas at European, national, regional and local level.



# Thank you!

Contact: Cinzia Dellagiacoma

@ Association of European Border Regions (AEBR)



[c.dellagiacoma@aebr.eu](mailto:c.dellagiacoma@aebr.eu)

or [b-solutions@aebr.eu](mailto:b-solutions@aebr.eu)



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# Increasing tourism traffic on selected train lines through digital marketing

Marco Lukat - Vogtland Transport authority

# AGENDA

## Definition digital marketing:

- digital marketing encompasses the planning, implementation and control of all marketing tasks using digital (computer-based) systems or tools

(source: [www.wirtschaftslexikon24.com](http://www.wirtschaftslexikon24.com))



## Tourism traffic on the project route Elstertalbahn

- day tourism to the czech republic
- hiking tourism
- cycle tourism
- Excursions lasting several days thanks to the ZVV overnight package
- regular steam locomotive rides



Idea as part of the EU project

## Creation of a tourist guidance system for the Elstertalbahn and its neighboring communities



## Original project idea

- Design, creation and installation of 30 wooden signs at train stations along project route
- idea of wooden signs was changed due to risk of vandalism and rapid loss of topicality

## Newly created idea

- Creation of guiding system in static AND digital form
- New concept by creative agency as part of action plan required in project



## Tourist guidance system "VOGLAR"

- composed of VOGtland and Augmented Reality
- static guiding system:
  - Floor graphics instead of wooden signs at selected hot spots
  - Information brochures about project, guidance system and project route
- digital guiding system:
  - Website [www.elstertalbahn.de](http://www.elstertalbahn.de) (access via QR code on floor graphic possible and browser on Computer or mobile phone)
  - AR App "Voglar" (access by scanning floor graphic)



## Application of guidance system

- "classic": newspaper article; Advertising in daily newspapers; Ads as print; brochure "adventure Elstertalbahn"
- Digital:
  - Advertising on facebook pages of ZVV business partners and creation of own facebook page "die Elstertalbahn"
  - Creation of YouTube account off ZVV
  - Creation of video clip for project route "die Elstertalbahn"
  - Advertising on ZVV website and partner companies websites
  - Creation of project-related website "www.elstertalbahn.de"

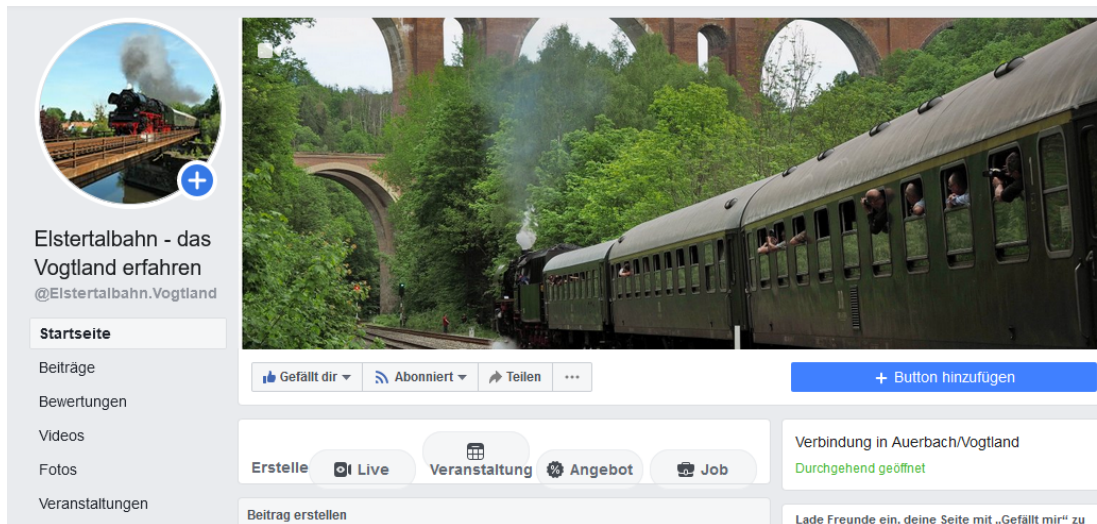




# Advantage of digital marketing:

## very good measurability of scope of measures

digital marketing medium	number of people reached / quantity
Facebook page about the route	approx. 300 Likes
YouTube Video	approx. 32.000 Clicks
Website	approx. 650 visits





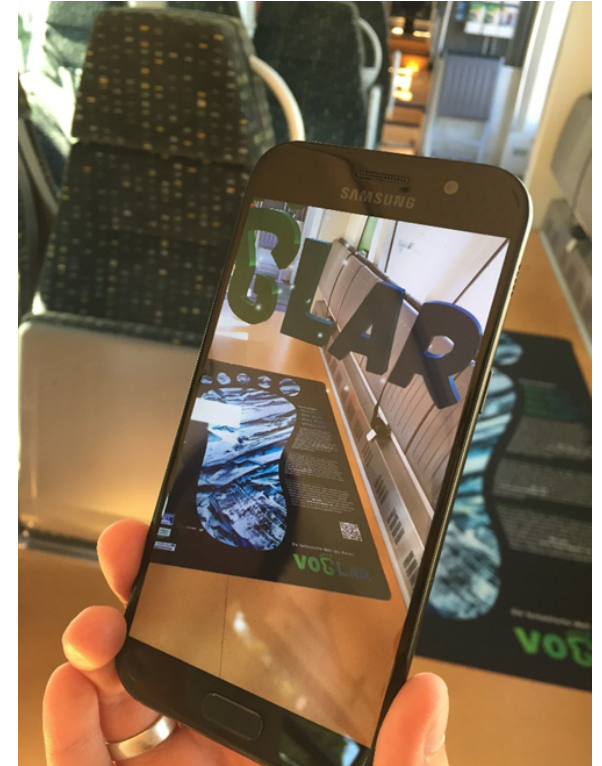
## Behavior of passenger numbers in the course of the project:

- slight increase in passenger numbers
- possible reason can be the targeted application of the route over the entire project period (no specific application of the route in detail before the project)

passenger numbers Elstertalbahn (Vogtlandbahn lines RB2 + RB4)	entries Mo - Fr	entries Sa	entries So	exits Mo - FR	exits Sa	exits So	total entries	total exists
2. HJ 17	360.157	50.115	39.411	362.958	51.428	41.673	449.683	456.059
1. HJ 18	343.267	55.081	58.038	337.880	52.494	57.307	456.386	447.681
2. HJ 18	354.611	61.659	52.548	353.688	60.905	51.722	468.818	466.315
1. HJ 19	346.902	58.474	60.968	346.973	58.864	60.935	466.344	466.772



# Guiding system VOGLAR



# Guiding system VOGLAR





# YouTube contributions



# Thank you!

Contact: Marco Lukat



[streckenmarketing@vvvogtland.de](mailto:streckenmarketing@vvvogtland.de)



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# New ways to increase attractiveness of peripheral border areas by new public transport offers

Květoslav Havlík - Public transport authority of the South Moravian Region.

# AGENDA

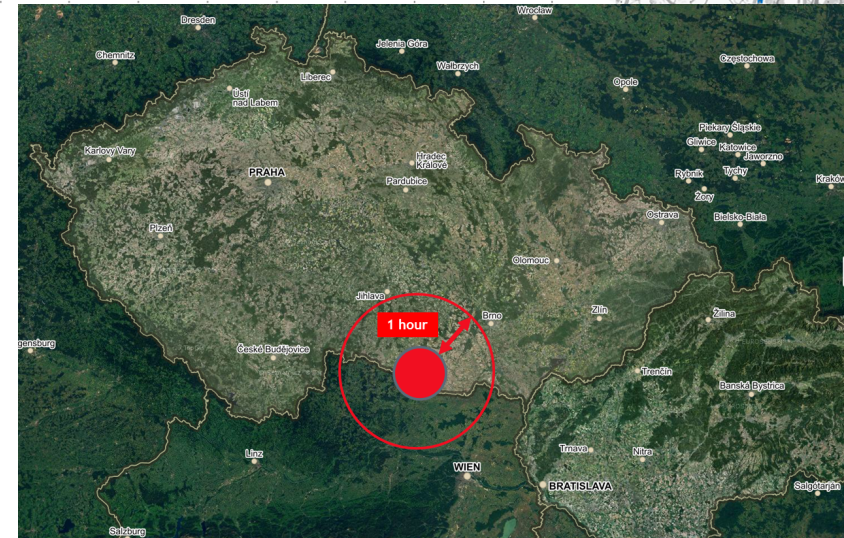
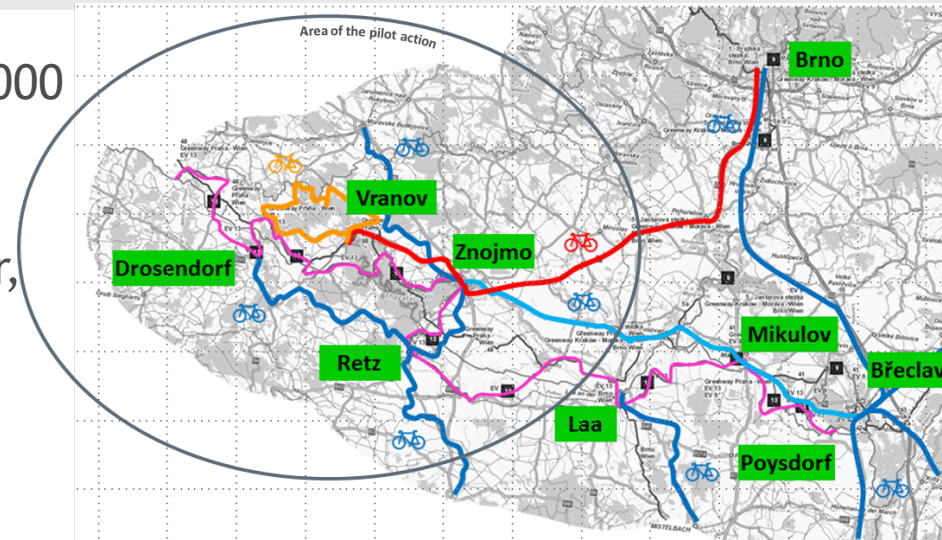
- Znojmo district - typical peripheral region
- How to change the disadvantages into advantages
- Ideas tested within Peripheral Access Project in Znojmo
- Why the regional crossborder cooperation is still less and less important for the EU representatives?





# USE CASE ZNOJMO DISTRIKT

- 144 municipalities, area 1600 km<sup>2</sup>, 114.000 residents, western part <50 inh./km
- mostly agriculture, weak industry, tourism and services only during summer, not very developed
- national park Podyjí - Thayatal
- bordering to Lower Austria - Waldviertel - similar pop. density and problems
- most of population commutes to Brno / Austria
- educated and young people move to big cities
- public transport still popular, frequent and supported by the South Moravian Region.





# HOW TO CHANGE THE DISADVANTAGES INTO ADVANTAGES

## Opportunities:

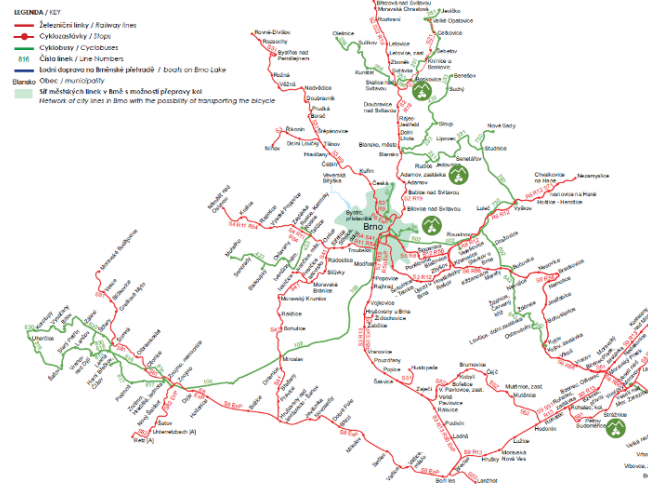
- increase the length of the tourism period
- bring more tourist to the area
- offer new tourist services
- connections to Austria needed
- crossborder cooperation
- use public transport as a base for development



## IDEAS TESTED WITHIN PERIPHERAL ACCESS PROJECT

## Implemented ideas:

- cyclo-buses connecting Brno and the area
- crossborder on-demand bus connection
- crossborder trains included into the regional fare
- test of demand and sustainability of the tourist train
- cooperation with the Austrian tourism organizer
- local stakeholders group



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816		Znojmo - Vranov nad Dyjí - Lančov - Vratěšín - Drosendorf											
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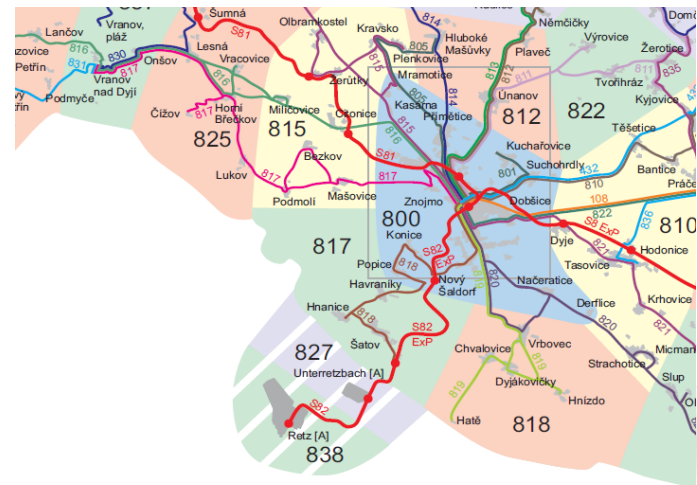
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# IDEAS TESTED WITHIN PERIPHERAL ACCESS PROJECT

## Implemented ideas:

- cyclo-buses connecting Brno and the area
- crossborder on-demand bus connection
- crossborder trains included into the regional fare
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# RESULTS AND THOUGHTS

The project has proofed:

- that there are possibilities how to use and improve the existing PT service and establish new services with low cost even in peripheral areas.
- for peripheral bordering regions is the only way how to increase their importance to cooperate and not to compete with their neighbors.
- there still is a specific group of tourists who prefer the calm and peopleless areas to crowded places, the marketing can be oriented on them.
- Lack of EU support for crossborder connections. Long TEN-T distances are really important, but for radically lower costs should be the short crossborder trips supported. There are rumors that the EU funding for such activities is going to be cancelled or lowered in next programming period. What is the reason?



# Thank you!

Contact: Květoslav Havlík



khavlik@kordis-jmk.cz



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# TOPIC II

## TARGETED SOLUTIONS FOR PERI-URBAN AND RURAL AREAS



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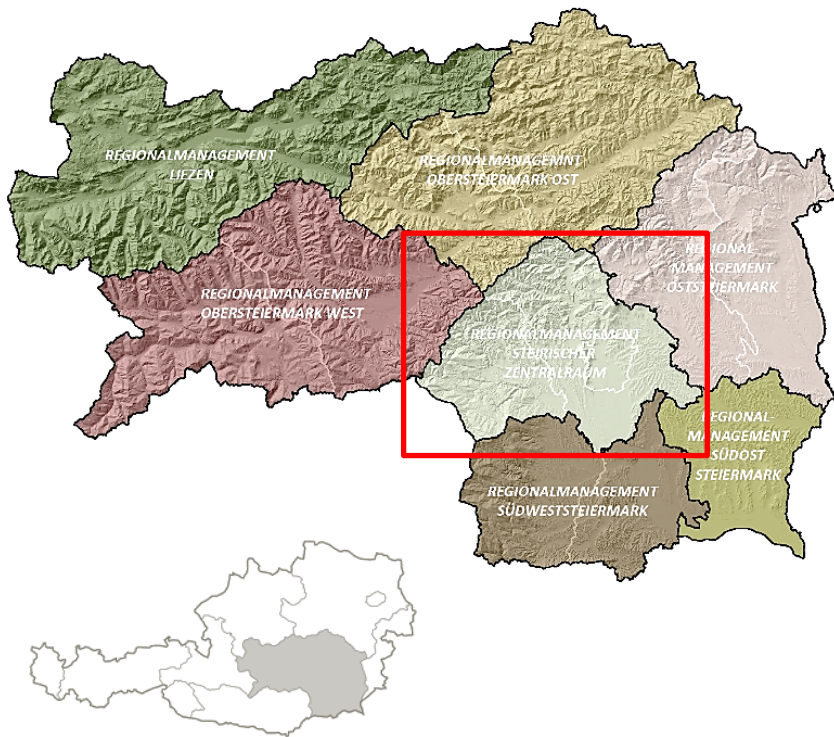
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# Extending a system of multimodal mobility hubs to urban peripheries

Anna Reichenberger, Regional Management Metropolitan Area of Styria, Graz, AT

## The Metropolitan Area of Styria



Divers region: Styrian Capital Graz + 51 municipalities with ~500.000 inhabitants

Rapid transition between urban and rural patterns

Close spatial and economic interdependence: high level of commuting

Good public transport on main axes vs. supply gaps in dispersed areas

Lack of acceptance of PT as everyday mobility component

Trend towards service-oriented multimodal mobility not only in cities perceptible





# BACKGROUND

## tim Graz

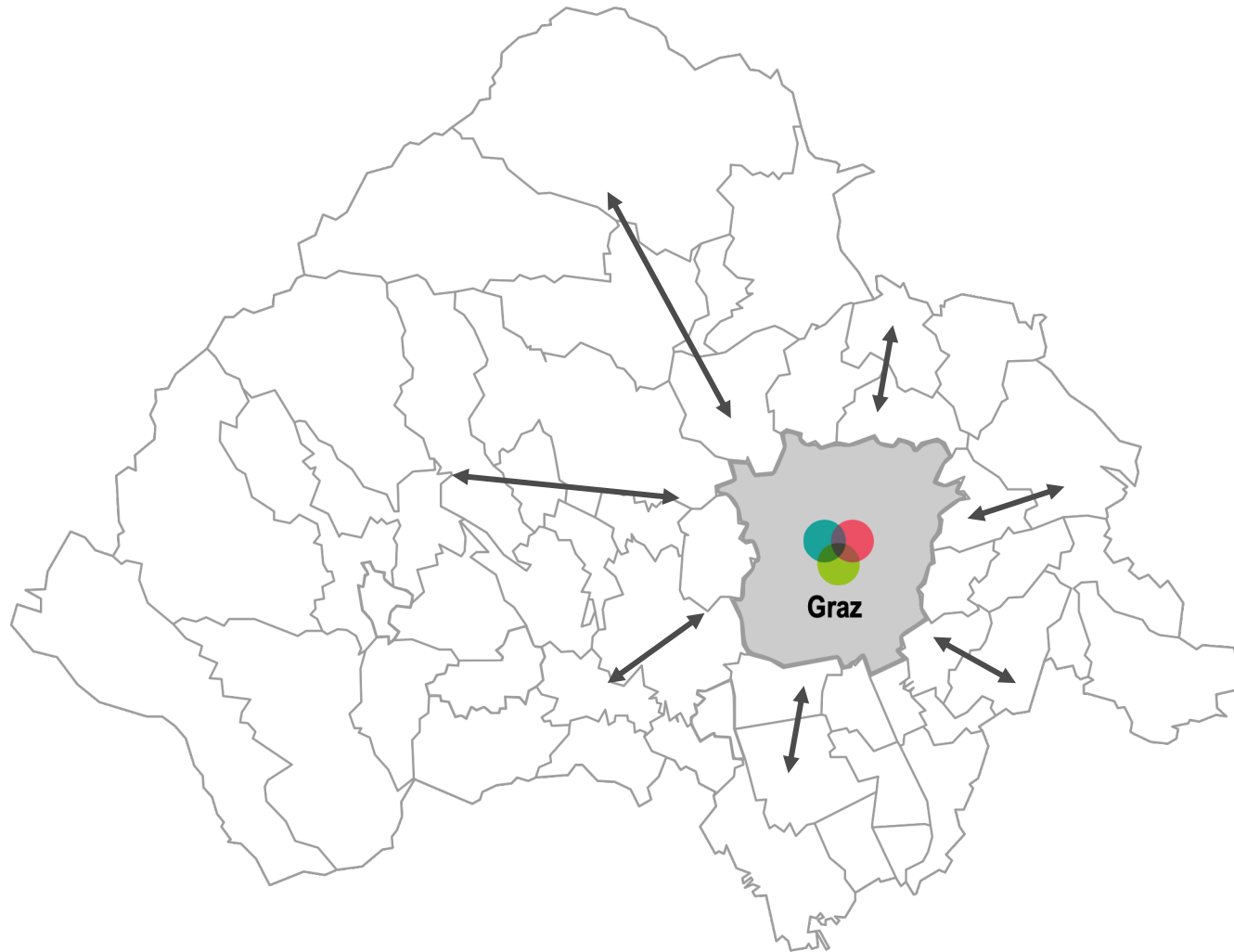
tim stands for “täglich.intelligent.mobil.” and is an extended mobility offer of the Holding Graz (since 2016)

At 9 tim locations, the city bundles additional mobility services as a supplement to public transport:

- Station-based car sharing
  - electric and conventional
- Rental car
- e-taxis
- Public charging stations
- Bicycle parking



# OBJECTIVES



## Multimodal Mobility as regional approach



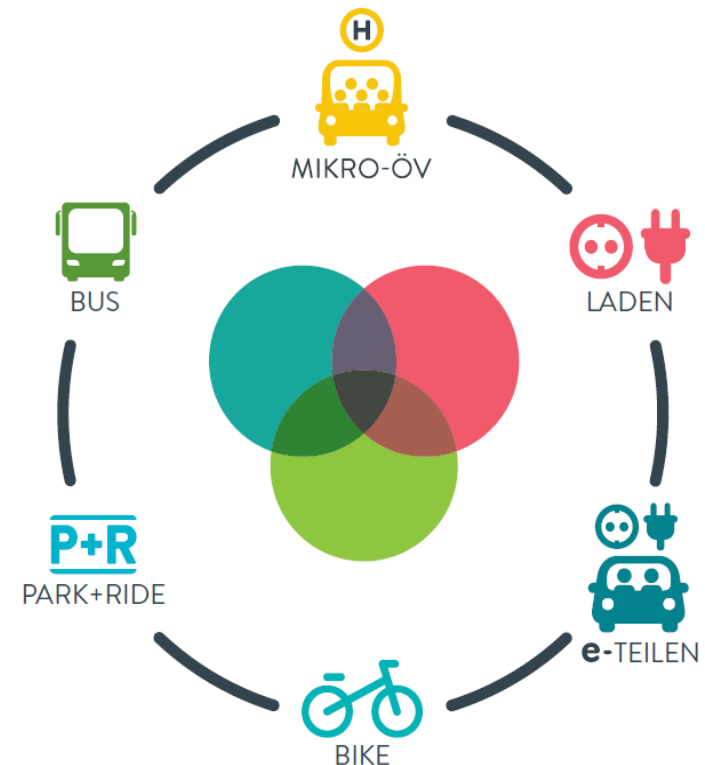
Complement public transport with additional mobility services.



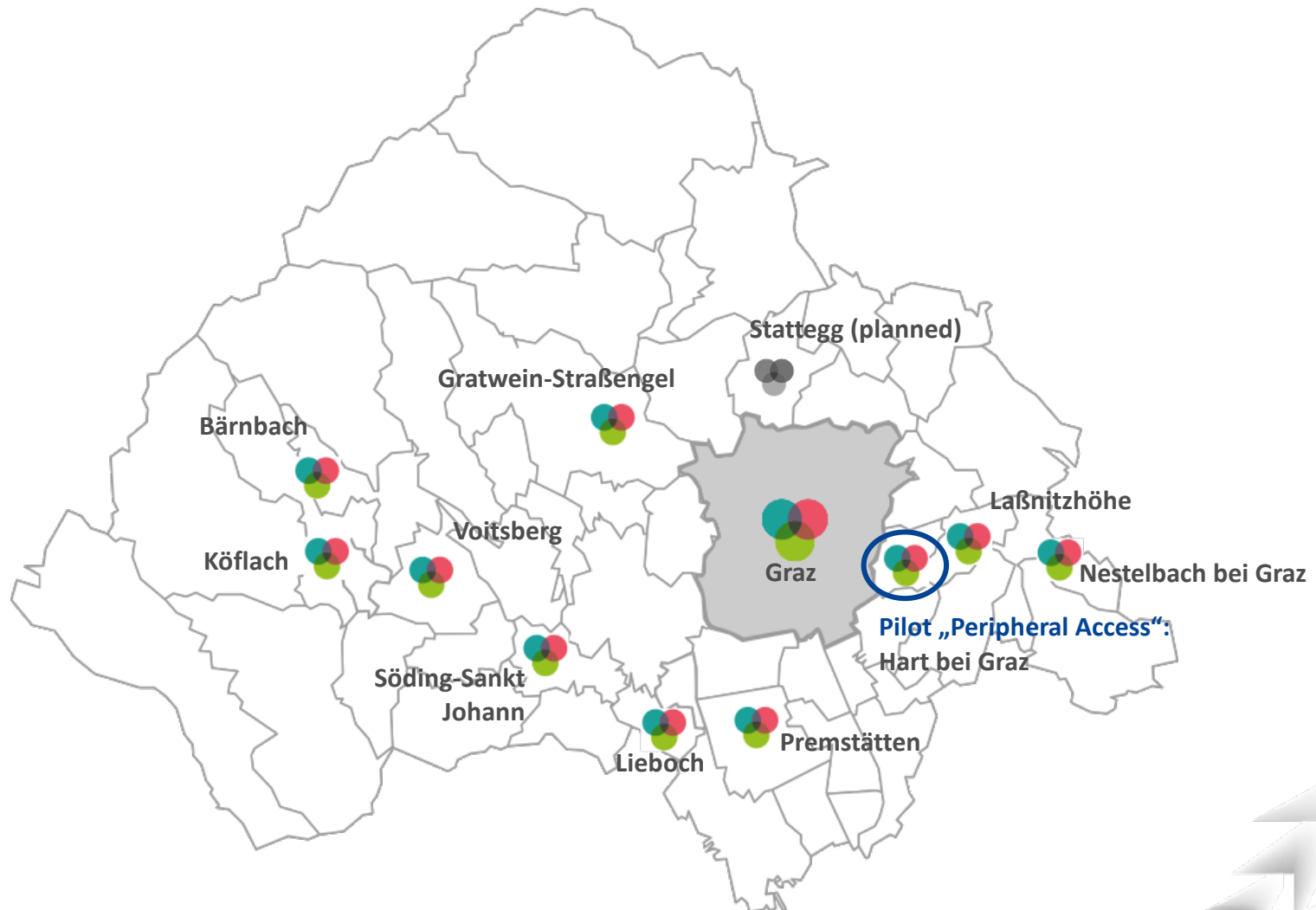
Raise accessibility of central & decentralised locations.



Counteract the dependence of private (second) cars.



# IMPLEMENTATION




# IMPLEMENTATION

## Site-Criteria


 Catchment area & population density

 Public transport connection

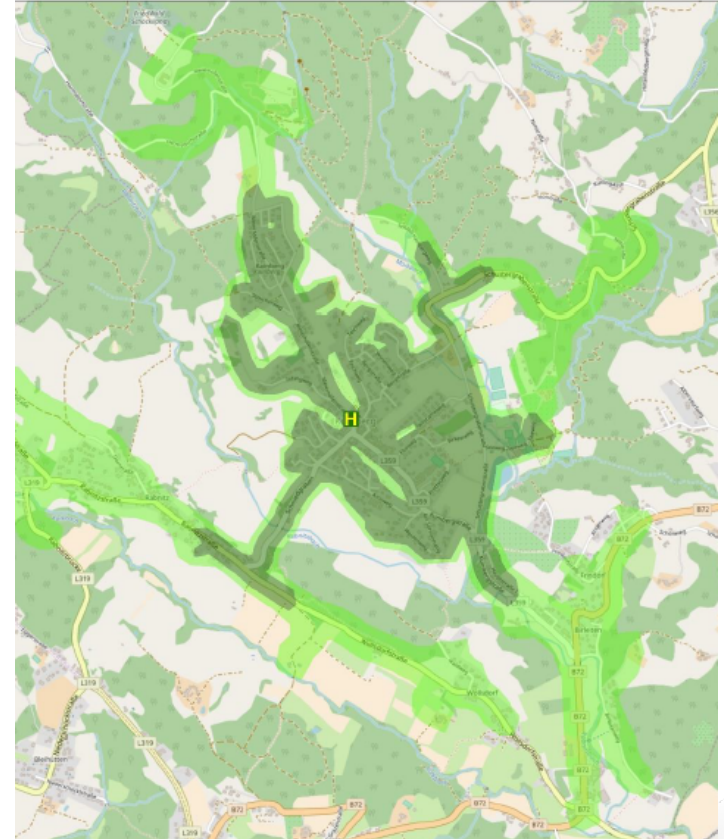
 Topography & Infrastructure

 Visibility & Accessibility

 Space & Scalability

 Grid capacity

 Interest, willingness & financing



# PILOT PROJECT „PERIPHERAL ACCESS“ IN HART BEI GRAZ

**Start date** 03/2019  
**End date** 04/2020

**Costs** 125.000 € \*

**Funding** Interreg CE  
**Co-funding** Province of Styria

**Investor & Coordinator**  
Regionalmanagement

**Landowner & Operator**  
Municipality of Hart bei Graz



Site-Selection

Contractual Agreement

Detailed Planning

Implementation

Evaluation

Operation

*\* excl. car-sharing vehicle and operation system (parallel regional funding project)*





# PILOT PROJECT „PERIPHERAL ACCESS“ IN HART BEI GRAZ



# OUTLOOK

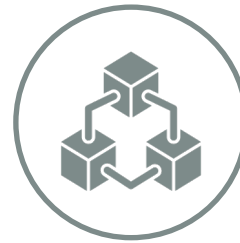
## Advantages of a regional system



synergies  
through  
regionalisation



umbrella brand  
strengthens  
awareness



common  
booking &  
admin. platform



multifunctional  
mobility card &  
application

[www.tim-zentralraum.at](http://www.tim-zentralraum.at)



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# Thank you!

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# Tomorrow's rural mobility - introducing the MAMBA project and „people-to-people“ mobility solutions

Jasmin Weißbrodt - Project Coordinator at County of Cuxhaven,  
Partner of the MAMBA project

# AGENDA

- **MAMBA project**
  - Challenge and Aim
  - Work and output
- **Our Pilot - idea of Mobine**
  - Neuenwalde - village
  - Mobine - car
  - Mobine - rural car-sharing
  - Current results and next steps
- **Homepages**





# MAMBA PROJECT

“Maximising mobility and accessibility of services in rural areas of the Baltic Sea Region”

- June 2017 - September 2020
- Interreg Baltic Sea Region programme

→ Project budget:

total: 3.539.884,65 €

EFRE: 2.741.996,18 €

- 15 partners from Germany, Sweden, Latvia, Finland, Denmark and Poland



Deutscher Verband für Wohnungswesen, Städtebau und Raumordnung e.V.

# MAMBA PROJECT

- **Challenge:**
  - decreasing and ageing populations
  - Reduced accessibility of services that depend on mobility like home care or home deliveries
- **Aim:**
  - promoting sustainable “people-to-service” and “service-to-people” mobility solutions in rural areas
  - Maximise mobility and accessibility of services in rural regions, while involving users in the process
  - improve the integration of existing mobility structures with innovative mobility solutions like citizen buses, transport on demand (ToD) and ride sharing applications



# MAMBA PROJECT

- **Work:**
  - Evaluating and transferring concepts, seminars, international exchange
  - development of concepts for mobility centers
  - User participation via local networks
- **Output:**
  - Knowledge database, handbook for self-organised mobility, compendium, recommendations, reader and so on
  - Surveys on socio-cultural, legal and economic framework conditions for successful mobility pilots
  - Mobility Centers and Pilots



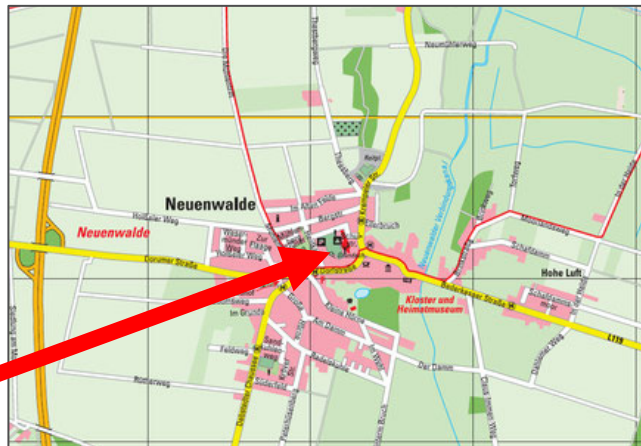
# OUR PILOT - IDEA OF MOBILE

- Mobine: “Mobility in Neuenwalde”
- Rural car-sharing service, “village car”
- An association- or cooperative based car-sharing service
- Voluntary shuttle-service to increase access to an from rural areas with decreasing population density
- Car-sharing in rural areas as a complement to public transport
- Better connection to existing public transport structures, e.g. regional busses/trains
- In the long term: abandonment of the second or third car by families in favour of a the common vehicle
- Bundling of trips to reduce CO2



# NEUENWALDE -VILLAGE

- Village in the County of Cuxhaven with about 1.800 inhabitants (January 2019)
- Populations density in the County: ~ 96 inhabitants per km<sup>2</sup> (September 2019)



Parking  
Location



Stand 11/2016





# MOBINE - CAR

- The car is an (B)EV (Battery) Electric Vehicle with
- 7 seats



# MOBINE - RURAL CAR-SHARING

- „Village Car“ for everybody
- Using possible for everybody
- Offer of a voluntary driving service
- Operated by a dedicated voluntary association
- Booking via an online platform
- Can be used privately or as a group



# CURRENT RESULTS AND NEXT STEPS

- Introduced and officialle put into operation on 24th of August 2019
- Average data per month: Rides: 9      People:25      Kilometers: 412

On AVERAGE Ride is with 3 People for 46 Kilometers....

- There is still capacity available
- More advertising needs to be done (perhaps actions could make the Mobine more popular)
- A rethink in our minds must take place
  - unfortunately, this takes time!



# HOMEPAGES



mobility – accessibility – innovation

<https://www.mambaproject.eu/>



Mobilität in Neuenwalde

<https://neuenwalde.jimdofree.com/mobine/>



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# MAMBA FINAL CONFERENCE



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

ABOUT ▾

NEWS

DATABASE

PRODUCTS

PILOTS

MOBILITY SERVICES

EVENTS

**No future for rural Europe?  
Breaking the vicious circle  
with successful mobility  
and accessibility ideas**

**Save the date &  
join us!**

[www.mambaproject.eu/events](http://www.mambaproject.eu/events)



**3, 10 & 17 September 2020: MAMBA Final Conference will take place digitally!**

Due to the latest disruptions caused by the spread of COVID19, MAMBA project has decided to postpone the Final Conference until September 2020.

We hope you will bear with us as we navigate these unprecedented times and we hope you join us in September for the "No future for rural Europe? Breaking the vicious circle with successful mobility and accessibility ideas" conference, which we will hold as a series of online sessions on 3, 10 and 17 September 2020 (each slot from 10.00 to 11.30 CET) – we promise three days full of exciting stories, insightful discussions and inspiring speakers!

The registration link has remained the same, and you can still [register here!](#)



Deutscher Verband für Wohnungswesen,  
Städtebau und Raumordnung e.V.



# Thank you!

Contact: Jasmin Weißbrodt



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# Q&A-SESSION WITH ALL PRESENTERS

**Cinzia Dellagiacoma**

project manager at Association of European Border Regions (AEBR)

**Marco Lukat**

project coordinator, Vogtland Transport authority, Saxony, DE

**Květoslav Havlík**

Deputy director of South Moravian Integrated Public Transport Agency, CZ

**Anna Reichenberger**

project coordinator at Regional Management Agency of the Metropolitan Area of Styria, AT

**Jasmin Weißbrodt**

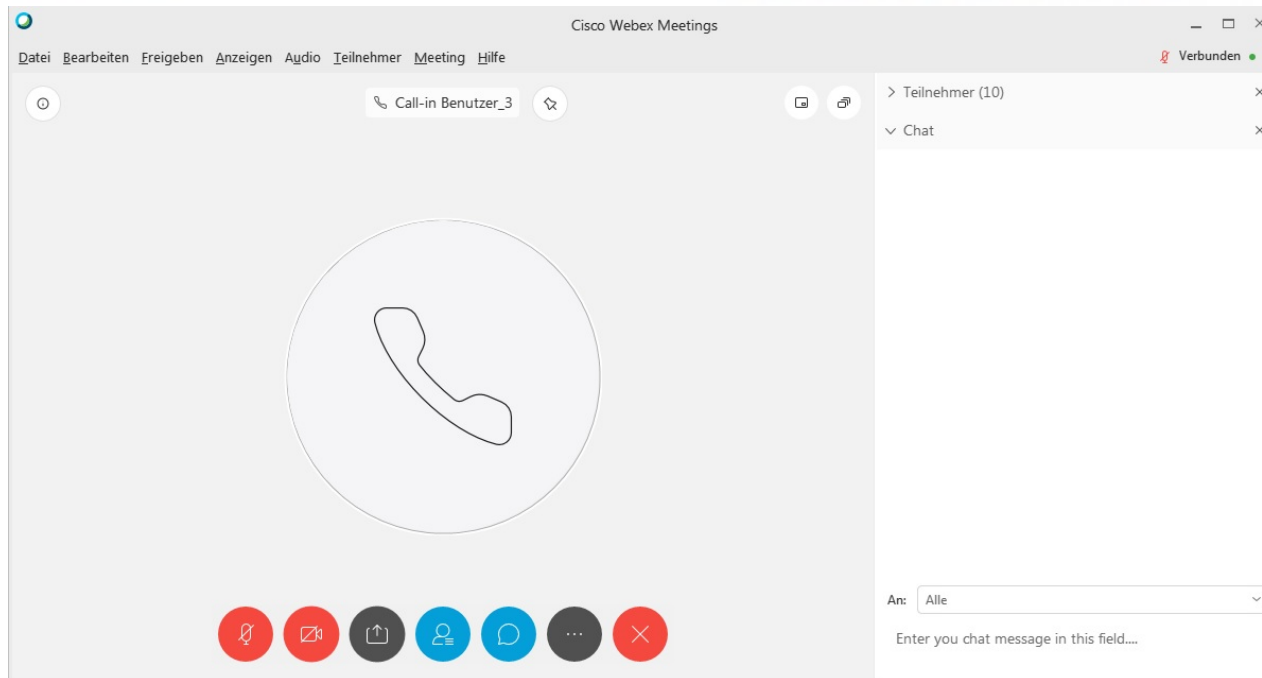
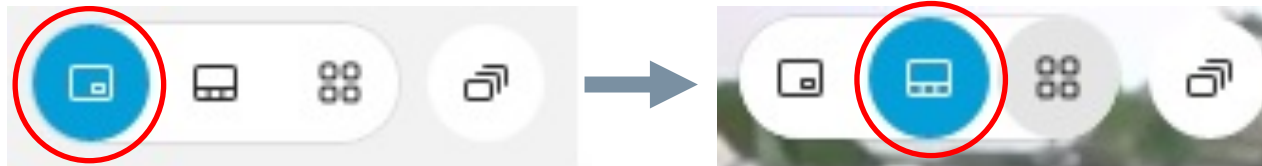
project coordinator at County of Cuxhaven, Partner of the MAMBA project (Interreg BSR), DE



# CHANGE TO Q&A SESSION



Please change now your preview from „Active Speaker Video View“ to:  
„Active Speaker and Thumbnail View“



# Thank you for your participation and contribution!

The documentation of this event will be available on the websites of AEBR and Peripheral Access project as of mid July.



# CONTACT

## Manager of b-solutions:

Association of European Border Regions  
(AEBR)

Neue Schönhauserstraße 3-5

10178 Berlin (Germany)

Visit: <https://www.aebr.eu> and  
<https://www.b-solutionsproject.com/>

## Lead Partner for the Peripheral Access Partnership:

German Association for Housing, Urban  
and Spatial Development

Littenstraße 10

10179 Berlin (Germany)

For queries please send an e-mail to:

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[https://www.interreg-  
central.eu/Content.Node/Peripheral-  
Access.html](https://www.interreg-central.eu/Content.Node/Peripheral-Access.html)



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