Project Stories from the CENTRAL EUROPE Programme
Sustainable Public Transport and Logistics
The economic productivity of a region is strongly linked to efficient freight transportation. Good accessibility is crucial to participation in international freight flows. Currently, the ease of access to different places still varies greatly in central Europe: There are highly connected, central regions but also large rural and peripheral regions, where missing or neglected transport lines cause weak accessibility. CENTRAL EUROPE projects help to improve international traffic flows, encouraging intermodal transport, and thereby enhancing access to regions. A good example is BATCo (p.14), which develops tools to visualise and remove bottlenecks, while ChemLog (p.22) prepares investments for intermodal freight services. SoNoRa (p.36) provides policy advice on green transport corridors, and KASSETTS (p.30) tests logistics tools and services for better freight flows.

In addition to freight transportation, CENTRAL EUROPE projects are promoting the use of clean public transport for safer and smarter mobility. It is estimated by the European Environmental Agency that cars are responsible for 14 percent of the total CO2 emissions and 50 percent of all transportation emissions. Alternatives to private car use – such as walking, cycling and public transport – need to be made safer and more attractive. Citizens also have to be offered more efficient links between the different modes of transport.

Good examples on greener mobility are INTER-Regio-Rail (p.28), which improves mobility tools and services for passengers as well as BICY (p.16), which advises on integrated urban and regional planning for bicycles. The TROLLEY project prepares investments for public transport facilities (p.38).

This booklet introduces you to the CENTRAL EUROPE story so far, showcasing in particular those 14 transport projects that were co-financed following the first two calls for proposals in 2008 and 2009. We hope that it will serve as a valuable starting point for discussing achievements of our projects, and that it will inspire you with ideas about what can be done further and what directions should be taken in the next programming period, 2014-2020.
The cities and rural regions of central Europe share a common history as well as similar social and cultural characteristics. The area covers more than one million square kilometres, stretching from the Baltic Sea in the north to the Mediterranean Sea in the south, with less clearly defined borders to the west and east. It is home to 150 million people – benefitting from transnational cooperation through the CENTRAL EUROPE Programme.

Despite their common characteristics, the regions of central Europe are marked by diverse features: Major differences are apparent in terms of climate conditions, land use, settlement and economic structures, accessibility, and ecological challenges. There are also big differences in central Europe’s political and administrative structures, which are among the most heterogeneous in the European Union. The challenge is to use central Europe’s diversity as an opportunity to promote more sustainable development of the area – by fostering increased cooperation among a wide range of actors from various countries and regions.

The CENTRAL EUROPE Programme

The CENTRAL EUROPE Programme generates ample opportunities for closer cooperation among public authorities, institutions and private businesses from nine central European countries: Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia and Ukraine. By co-financing more than 120 projects, the CENTRAL EUROPE Programme helps to improve local and regional innovation, to increase accessibility, to preserve the environment and to enhance the competitiveness and attractiveness of regions within central Europe.

Since 2007, which marked the start of the current programming period, the CENTRAL EUROPE Programme has invested more than € 230 million for transnational projects on:

- Technology transfer and business innovation
- Sustainable public transport and logistics
- Environmental risk management and climate change
- Energy efficiency and renewable energies
- Demographic change and knowledge development
- Cultural heritage and creative resources
Cooperating for citizens

CENTRAL EUROPE projects all involve joint efforts by stakeholders from different countries. This approach is designed to improve people’s day-to-day lives by addressing problems that do not necessarily recognise national borders. Issues are tackled at the territorial level where they occur, which is the regions in central Europe. Transnational cooperation allows partners to take advantage of the added value of doing things together, so they can prevent duplication and speed up developments with a higher impact.

More concretely, CENTRAL EUROPE projects:
- carry out pilot investments and actions
- leverage additional money and investment
- come up with new economic strategies and involve local communities
- increase efficiency on various levels
- improve spending of public money
- support the adaptation of EU directives to regional contexts
- strengthen regional networks and involve local communities
- influence the policy agenda on all political levels

Contributing to Europe 2020

Transnational cooperation within the CENTRAL EUROPE Programme is firmly embedded in the newly-launched strategic policy frameworks on the European, national and regional levels. Many of CENTRAL EUROPE’s projects are already contributing to the Europe 2020 Strategy and its mutually reinforcing goals of smart, inclusive and sustainable growth in Europe. This approach to development is expected to help the EU and Member States deliver high levels of employment, productivity and social cohesion. Concrete actions of the 2020 Strategy are designed to reach ambitious targets in five areas: employment, innovation, education, social inclusion and climate and energy.

The CENTRAL EUROPE Programme, and the transnational cooperation it inspires between actors on the ground, plays an important role in meeting these targets on the regional level – even though the Programme only uses 0.07 percent of the total budget available for EU Cohesion Policy.

CENTRAL EUROPE 2014-2020

In the upcoming programming period 2014-2020 the CENTRAL EUROPE Programme will continue to support regional cooperation among central European countries. The exact geography, themes, budgets and many other variables of the new programme are currently under discussion and consulted upon with stakeholders. It is expected that the new Operational Programme will be approved by the European Commission in the first half of 2014, with a first call for project proposals to be opened later the same year.

“...We need to build on the rich and valuable experience gathered through transnational cooperation. There is much evidence that a series of challenges cannot be tackled solely at the level of a single Member State, or even at regional level, but only in a cross-border context.”

Johannes Hahn,
European Commissioner for Regional Policy

1 331
Partners involved in CENTRAL EUROPE projects

22
Euro cents spent per citizen per year on financing CENTRAL EUROPE projects

498 000 000
Euros of investment being prepared by CENTRAL EUROPE projects
COOPERATING ON TRANSPORT IN CENTRAL EUROPE

CENTRAL EUROPE AT A GLANCE

COUNTRIES, REGIONS/CITIES, AND INHABITANTS COVERED

Countries: 9

Cities & Regions: 80

Citizens: 148 million

TRANSPORT PROJECTS CO-FINANCED

Projects: 25

Themes: 1

Partners: 308

Out of 124 projects in total

Out of 1331 partners in total

DURATION OF PROGRAMME


BUDGET INVESTED

54 million euros = 23% of the total programme budget of 231 million euros

With roughly 0.05€ spent per citizen per year, the programme achieves:

Future Investment: 257 million euros

Total Investment: 2.27 million euros

Permanent cooperation networks: 113

Local pilot activities: 88

Jobs created: 1359

CONTRIBUTING TO EUROPE 2020

CENTRAL EUROPE contributes to the European Union 2020 Strategy and reaching its goals of smart, inclusive and sustainable growth. Concrete targets for employment, innovation, education, social inclusion as well as climate change and energy were set on the European level and CENTRAL EUROPE project results help to meet them on the local and regional levels.

Number of project contributions to EU 2020 priorities

19 Resource efficient Europe

13 Industrial policy for globalisation

4 Innovation Union

6 Digital agenda

32 Sustainable growth

Number of project contributions to EU 2020 flagship initiatives

99 in total

Data: March 2013
Sustainable public transport and logistics

Cooperating to move people in a safer and greener way

Cooperating to connect the regions and put freight on a greener track
A green corridor for Baltic-Adriatic transport

The transportation corridor that leads through central Europe, connecting the Baltic and Adriatic seas, must grow to accommodate greater commerce, but it is important that this growth is green. To protect the environment and speed traffic flow in the “Baltic-Adriatic Axis,” BATCo is working to ensure that an optimum rail network is allowed to keep pace with the road network in this corridor.

Since the eastern expansion of the European Union added ten member states in 2004, countries along the former border between “old” and “new” Europe have been seeking to improve connections among each other by improving infrastructure for a comprehensive road and railway network. In 2010, in view of the then still upcoming revision of the Trans-European Transport Network (TEN-T), 18 partners from Austria, Czech Republic, Italy, Poland and Slovakia came together in the BATCo project to attempt to positively influence transport planning for the Baltic-Adriatic Axis.

BATCo undertakes technical, environmental and economic interventions to help ensure that the Baltic-Adriatic Axis – the easternmost north-south railway corridor in Europe – is developed as a green transport corridor.

Better rail infrastructure for greener transport

Using state-of-the-art transport models to forecast future trends, BATCo demonstrated that the overall transport volume in the European Union can be expected to increase by as much as 60 percent by 2030. The projections also show that, unless something is done to alter current trends, the share of traffic handled by rail would decrease, while road traffic in the corridor would increase significantly. This would mean a growth in lorries hauling freight and a consequent increase in air and noise pollution, road accidents and traffic congestion. To help counteract the current trend, BATCo is demonstrating the importance of improving railway infrastructure, in particular through the removal of infrastructural, operative and legal bottlenecks, to maintain or improve the current ratio of rail-to-road traffic.

In order to actually increase the total share of environmentally friendly railways, it is important that the improvement of rail infrastructure is accompanied by policy measures – such as higher road pricing or prohibitions on night driving for trucks – at the European, national and regional governing levels. BATCo’s efforts help to support such policy measures by offering the information that policy makers need to make the right decisions.

Supporting the logistics sector and transnational trade

It is easier for enterprises to benefit from an improved railway infrastructure if there are more innovative transport and logistics services. To encourage such services, BATCo supported a pilot to demonstrate the special role Logistics Competence Centres (LoCCs) can have in serving as an incubator for transport and logistics businesses. A “Transnational Logistics Centre Incubator Concept” elaborated by BATCo is currently being implemented as a pilot at ALPLOG Carinthia, located in Villach/Fürnitz, Austria.

Along with encouraging greener transport in the Baltic-Adriatic Axis, BATCo is also promoting the kind of trade throughout the area that will make use of that transport. By establishing transnational contact points, the project supports international business activities that can use the corridor to fuel economic development.

Transport is the lifeblood of the European economy. And if it does not flow smoothly, our economy will weaken and fail to grow.

Siim Kallas, European Commission, Vice-President and Commissioner for Transport

1 820
Length in km of the Baltic-Adriatic Axis

19
European regions connected by the Baltic-Adriatic Axis

4
Hours less to travel from Gdansk (PL) to Venice (IT) due to infrastructure measures

Project: BATCo
ERDF funding: € 2 802 112
Duration: 2010 – 2013
Website: www.baltic-adriatic.eu

Photo: ©iStockphoto.com / Tony Tremblay

Photo: FritzPress
Cycling toward more liveable cities

As central Europe faces problems caused by excessive automobile use – including increasing traffic congestion, pollution and health problems – one obvious solution is to steer passengers away from cars and toward bicycles. That is the idea behind BICY, a project that allows diverse regions from different countries to share experience and ideas so they can devise strategies to promote bicycle use.

Efforts to increase cycling and reduce the use of automobiles have been shown to have a positive impact on community spirit and quality of life in many European cities. Explaining the benefits of a greater ratio of bicycles to cars, and showing how this ratio can be encouraged, is a big part of the work of the BICY project. For example, BICY put out a concise brochure entitled “Trendy cycling: 20 good reasons for cycling”, which is translated into seven languages. Research detailed in the brochure includes a study showing that cycling is often the fastest way to move around a city centre. Statistics also show the health benefits of cycling: Deaths due to pollution and a lack of exercise were found to be four-to-six times higher than the number of traffic fatalities linked to bicycle use. What is more, a study in Denmark showed that cyclists are 30 percent more likely to live longer, so that every 2 euros invested in cycling means a 5 euros savings for the health system.

A strategy to promote cycling

BICY works to promote cycling in central European cities and regions by developing a transnational strategy to generate, share and exchange approaches that can support a widespread shift towards cycling mobility. For instance, the BICY forerunner cities of Graz and Ferrara demonstrated that city-wide speed limits of 30 km/h, or access restrictions for motorised transport, help to increase the number of cyclists.

Using BICY’s transnational strategy, municipalities participating in the project have begun implementing exemplary initiatives. A Cycle Chic website established in Graz helps to make cycling fashionable, particularly among younger people. In Graz, Budaörs, Prague and Erfurt, training for children from secondary schools helps them learn how to cycle to school on their own. Innovative services developed through BICY pilots include bicycle counters installed in Ferrara, to quantify the number of cyclists and to support strategies that help make the city more bike-friendly every day. Ravenna has opted to invest in bicycle parking facilities at train stations, in order to encourage bicycle use, especially among tourists. The cities of Graz and Velenje are implementing different bicycle rental systems, and in Budaörs a video surveillance system to prevent bicycle theft will help increase the number of cyclists.

Cycling has so many advantages that an entire novel could be written about it.

Heidi Schmitt, Head of ARGUS cycling NGO, Graz, Austria

Project: BICY
ERDF funding: € 1 633 693
Duration: 2010 – 2013
Website: www.bicy.it
Cooperating to create an integrated region

At the intersection of Austria, the Czech Republic, Hungary and Slovakia, “Centrope” is emerging as a new transnational region. Since the first partners got together to initiate the idea of Centrope in 2003, a total of 16 regions and cities have been committed to strengthening cooperation in the region. The CENTROPE CAPACITY project further develops the overall framework for this cooperation and sets up lead initiatives in key thematic fields where regions can work together.

Activities focus on four areas of strategic cooperation:
- Regional knowledge
- Human capital
- Spatial integration
- Tourism and culture

The CENTROPE CAPACITY project provides the platform for working groups, symposia and expert circles to develop a set of multilateral lead projects ready to be implemented in the years to come. A professional branding process was used to define the cornerstones of a cohesive regional brand that specifies core elements of the Centrope identity (unique selling points, brand values) and resulted in the slogan “Meet Europe. Meet Centrope”. Future marketing efforts of the Centrope partners can build on this emerging brand.

Pilots boosting the project at large

Three large-scale pilot activities have been undertaken to encourage the development of the Centrope agenda:
- Regional Development Report (RDR) providing regular analysis and policy recommendations for a highly integrated economic area.
- Infrastructure Needs Assessment Tool (INAT) aiming to point out the most pressing bottlenecks in cross-border transport connections and to take the first steps towards an integrated public transport association in the Centrope region.
- Centrope tourism portal representing a new tool for marketing the destination to residents and visitors alike.

With 6.5 million inhabitants, complementary markets and cross-border mobility, the Centrope region offers a model of successful European integration. The region boasts the knowledge of 25 universities and hundreds of research institutes, the competitive edge of innovative, outward-looking entrepreneurship and the creativity of people living in a confluence of languages and cultures. The central European region of Centrope has the potential to achieve sustainable growth and high liveability through balanced development in a borderless, polycentric area.

To help unleash this potential, CENTROPE CAPACITY organised top-level semi-annual summit meetings that have created a new political framework for forging a common agenda. Supported by a transnational agency – with dedicated offices in all four partner countries as well as a coordination office – Centrope cooperation allows the regions and cities involved to translate their leadership into a multi-faceted development programme. In the process, the agency generates ideas for new projects, develops plans, involves stakeholders and publicly promotes the Centrope concept.

In the beginning, we agreed that infrastructure and mutual accessibility should be major concerns for the Centrope region. Now we move forward with ambitious agenda, and our citizens will soon be able to enjoy improved and customer-friendly public transport services between our regions.

Pavol Frešo, President of the Bratislava Self-Governing Region, Slovakia

These pilots also support the overall political process of strengthening ties within the Centrope region. For example, results of the INAT pilot were used for a paper that calls for formulation and implementation of a comprehensive transport strategy. Likewise, RDR results will facilitate activities to strengthen cross-border cooperation in research, technology and innovation.

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| Regions and cities cooperating in Centrope | 16 |
| Inhabitants living in the Centrope region | 6,500,000 |
| Distance in km between the two Centrope capitals Bratislava and Vienna | 60 |
| Year when the Centrope region was initiated | 2003 |

Project: CENTROPE CAPACITY
ERDF funding: €3 628 358
Duration: 2009 – 2012
Website: www.centrope.com
The impetus for the CHAMPIONS project arose a few years ago, during planning for the 2012 UEFA Football Championship in Ukraine and Poland. The expected influx of tourists put a focus on the need for better accessibility at airports in central Europe. CHAMPIONS was designed to strengthen the cohesion of regions and cities in central Europe by making them more accessible. The project especially focuses on increasing accessibility by enhancing public transport links between airports and the regions around them – and also by encouraging new flights.

The resulting improvements in long-distance accessibility help make the involved regions more attractive for the business community as well as for tourists. In short, better flight connections and better accessibility lead to positive regional economic effects.

Investments, apps and studies

The project produced a case study on “Regional Economic Justification of PSO”, which provides arguments to give regional support for Public Service Obligation (PSO) routes. PSO transportation covers government subsidised routes that may not be commercially viable but are beneficial to a region’s accessibility. The project’s core output, “Air Accessibility Guide”, summarises procedures for developing new flight connections.

Because the link between both air travel and public transport is an important issue within this project, CHAMPIONS focused on the development of information infrastructure for passengers. The “Passenger Information Systems and Equipment” encouraged by the project is essential to achieve full integration of national and regional markets as well as balanced and sustainable development. Examples of this kind of system include the passenger apps and information screens that were put in place by CHAMPIONS pilot actions in Poznan and Wroclaw airports in Poland. The applications, designed to be downloaded to a passenger’s smartphone, provide a range of information and services. Needs and requirements for the functionality of these applications have been developed transnationally and could be easily replicated and used by other partners interested in improving accessibility to their regions.

For example the Poznan app not only gave access to flight timetables and schedules of public transportation connecting to the airport, but also allowed passengers to purchase flight or public transportation tickets, to check in online, to order taxis or to book hotel rooms. The app in Wroclaw provided many of these functions, as well as details of transfer times, maps, alerts of transport conditions and links to other reservation systems.

These pilot investments were conducted following SWOT analyses and pre-investment studies. Along with investigating Polish airports, CHAMPIONS conducted similar studies and analyses at airports in the Czech Republic, Germany, Hungary, Italy and Ukraine. Other initiatives considered included electronic passenger information boards that would make it easier to find transportation connections. Overall, the project shows the way for policy and technological developments that facilitate air travel in central Europe.

Tomasz Gladysz, Head of the Department for Development & Investment Planning, Airport Poznan, Poland

EURO 2012 was as big success for Poznan and the whole country. Our airport did a great job during the football championship. With the CHAMPIONS project we now have the opportunity for a sustainable improvement to accessibility for our region.

Tomasz Gladysz, Head of the Department for Development & Investment Planning, Airport Poznan, Poland

Approximate investment, in euros, following CHAMPIONS pre-investment studies

- 10 000 000

New jobs anticipated following the investments brought in by CHAMPIONS

- 100

New airline connections within central Europe now under consideration

- 3
Improving transport of chemicals in central Europe

ChemLog is a European cooperation project that seeks to strengthen the competitiveness of the chemical industry by improving conditions for chemical supply chain management in central and eastern Europe. The project brings together regional authorities, chemical industry associations and scientific institutes from Austria, the Czech Republic, Germany, Hungary, Italy, Poland and Slovakia.

The ChemLog project was initiated in 2008 by the European Chemical Regions Network – with strong support from the European Commission – within the framework of the High Level Group for the competitiveness of the chemical industry in Europe. Chemical-producing locations in central and eastern Europe suffer from several transport infrastructure bottlenecks, especially when it comes to west-east transport, which constitutes a strong disadvantage for the industry. The project partners wanted to change this situation, in particular by reducing the high share of road transport of dangerous goods through a shift to other modes of transport.

Improving intermodal transport of chemical goods

The project partners implemented several feasibility studies analysing the potential to improve intermodal transport of chemical goods in central and eastern Europe by increasing the proportion of non-road transport. The Ministry of Regional Development and Transport in Saxony-Anhalt analysed the potential for a shift in transport modes along the Trans-European Transport (TEN-T) Corridor II, from Berlin to Warsaw and Moscow. The study identified the potential to shift 4.3 million tons of cargo to intermodal transport by 2025. Based on the conclusions of the study, regional stakeholders from Germany have started a discussion to develop a transport network that creates hubs for bundling shipments to central and eastern Europe. The analysis of Corridor II served to intensify discussion between the Polish Ministry of Transport, the Polish Chamber of the Chemical Industry and important logistics service providers – all of whom are seeking better intermodal connections to Poland and also Russia.

Partners from the Czech Republic, Hungary, the Province of Novara in Italy and Slovakia have analysed the improvement of intermodal transport alongside TEN-T Corridor V. They have identified a lack of bi-modal cleaning stations, which can address the needs of both truck and train containers for chemical transport along this route. Together these partners have begun a discussion about the creation of a European Cleaning Station Network, and they are promoting plans for building new cleaning stations in Zahony (Hungary), Novara (Italy) and Cierca (Slovakia).

Better access to Russia and Ukraine

The chemical industry in central Europe has a special interest in improving access to the growing markets in Russia and Ukraine. To help address this challenge, ChemLog partners organised a Policy Advisory Group Meeting in Moscow in June 2010, and a site visit to border controls and terminals in the border region of Slovakia, Hungary and Ukraine in June 2011. The partners’ cooperation in this area will continue, and will involve the Russian Chemist Union, Russia’s National Logistics Association, and Russian terminal operators and logistics service providers. Themes for this future cooperation include further development of transport infrastructure, building of intermodal terminals adapted to the needs of the chemical industry, harmonisation of standards and improvement of safety and security.

The final ChemLog Strategy and Action Plan contributes to the implementation of the High Level Group follow-up process as an integral part of the EU2020 Strategy for industrial policy.
Too much of the freight moving between southeast Europe and central Europe travels on the road. A more even transport mix, or better “intermodal split”, involving a greater share of rail and water transport, will have a bigger capacity to grow. The economies and environments of new European Union (EU) member states and candidate countries will benefit from such an approach. By addressing the current intermodal split, FLAVIA encourages greener, more efficient freight transport and reduces congestion on the roads. The effort to increase the use of non-road transport involves action on several fronts. It includes reducing delays of freight trains at borders, replacing obsolete terminal techniques and overcoming mental barriers that many people involved in shipping seem to have against intermodal transport. Making these changes does not require development of new transportation connections. Rather than focusing on new infrastructure, the FLAVIA project seeks to address logistics processes to improve intermodal cargo flows. By taking a harder look at logistics approaches, the project developed new and innovative measures that will be implemented to provide better interconnectivity of the regions, resulting in economic growth on both sides of the current EU border.

Reliable connections increase intermodal split

One undertaking by the project was a survey to analyse missing national and transnational liner services within the corridor between central and southeast Europe. Liner services, or shuttle trains, are regular transport connections offered by transport operators that connect different shipping terminals. If these trains run predictably and frequently, they increase reliability for shippers, so that shippers have more confidence in using existing rail connections. In addition, the FLAVIA project carried out more than 20 pre-feasibility studies of new intermodal connections to encourage businesses that deal in freight to initiate and use more intermodal transport relationships. These new connections should help market players to make their business more efficient, and in keeping with the goals of the FLAVIA project, they should increase the relevance of the whole corridor. They will also help the corridor develop in a more environmentally sustainable way. Green transport and logistics are already a priority within the EU, and the project helps extend this efficient approach into the Black Sea countries.

To encourage progress in the future, FLAVIA establishes national pro-rail and terminal alliances that will continue promoting and developing intermodal transport and help formulate any necessary legal and infrastructure changes. Reducing organisational, technical and administrative barriers in order to improve logistics flows among the involved regions contributes to the integration of markets in the enlarged European Union. Through FLAVIA, co-operation with adjacent European and non-European regions can move to a higher level.

This project offers the possibility of better co-operation. Existing corridors provide sufficient infrastructure – but they have to become more secure, reliable and cost efficient.

Zoltán Doór, President of the Hungarian Logistics Association, Hungary
Taking urban transport on a green journey

Public transport can relieve pressure on the environment by reducing the use of individual automobiles – but not all public transport is equal: some systems are more efficient than others. In European cities, where road traffic accounts for 40 percent of all CO2 emissions and 70 percent of other air pollution, GUTS undertakes initiatives to promote public transport that uses cleaner energy.

The GUTS partnership understands that developing cleaner public transport systems can play a direct role in creating an attractive environment in urban areas, while also contributing to the health and quality of life of inhabitants. The project therefore investigates green public transport solutions, especially for municipal bus fleets. GUTS sees the need for cities to develop a shared view regarding the nature of transport policy objectives. The project analyses and compares state-of-the-art technologies based on partner cities’ pilot feasibility studies to find the most adaptable solutions for their public transport, taking into account local development needs and the need to minimise the local carbon footprint.

Helping cities to form action plans

The project’s focus is on hydrogen and biofuels, both proven means for powering energy-efficient buses, but GUTS also studies solutions using solar energy and compressed natural gas. When promoting public transport that uses alternative fuels, the project looks at everything from technical parameters to financing models for each suggested solution.

The challenge is to remove cars and trucks from cities while at the same time improving mobility and reducing its total costs.

Domenico Casellato, Department of Territorial Planning, Mobility and Energy, Province of Ferrara, Italy

The results of the project’s initiatives are gathered into a Transnational Strategy on Clean Public Transport Systems. The goal of this output is to give policy makers knowledge that they can use when forming their own urban planning strategies. Partner cities develop specific action plans that are ready to be put to use immediately. To ensure technical support for the strategy, the GUTS project produces two Master Studies that give public authorities and transport operators guidance on concrete implementation of clean public transport systems. These studies cover the governance perspective, such as management and public procurement models – along with monetary and technological considerations, like financing models, return on investment, payback periods, a survey of available funding sources and more. In its analysis of possible investments in cleaner public transport, the project investigates the challenges of financing the high initial costs and maintenance, as well as seeking ways to reap the benefits of introducing alternative fuels in the short- and medium-term.

Jointly preparing investments

In order to prepare targeted future investments in green public transport, GUTS shares the knowledge it produces via the Public Transport Resource Centre (PTRC). This online platform reaches beyond the project partnership and lasts beyond the project’s lifetime, offering a key tool for sustainable and institutionalised transnational cooperation. It assists all stakeholders with networking, exchanging expertise and disseminating results, and helps regions to share the findings of GUTS on a European level. Using PTRC, other stakeholders and municipalities around Europe should be able to develop their own action plans for cleaner public transport systems that are as efficient as possible.

Domenico Casellato, Department of Territorial Planning, Mobility and Energy, Province of Ferrara, Italy
Making the railway the easy way to travel

As urban sprawl changes commuting patterns, and leisure travel takes in a broader range of destinations, Europe’s railways face new challenges in enticing passengers to use a greener alternative to automobiles. INTER-Regio-Rail seeks to help regional rail adapt to demographic and economic changes in order to better meet the needs of today’s travellers – and reduce reliance on road transportation.

Traditionally, regional railways focused on moving large groups of passengers, such as commuters and tourists, between a limited number of key destinations. With settlement structures and places of employment dispersing, and leisure activities diversifying, regional rail must adapt its offerings to passenger groups that are more difficult to attract and have often been neglected. INTER-Regio-Rail focuses on increasing ridership among senior citizens, interregional travellers and those who may use several modes of transport. It does this with pilot initiatives designed to reduce barriers that prevent passengers from using rail transport.

The results of the pilots are two-fold. On the one hand, they encourage fruitful investments in participating regions. On the other, they make it possible to draw joint conclusions about the conditions needed to increase regional rail ridership. The project also reaches out to other stakeholders involved in rail transport – including decision makers on the regional, national and European level – to encourage better organisation, legislation and financing for rail transport in Europe. Examples of pilot initiatives undertaken by INTER-Regio-Rail include:

One ticket for the Legnica - Głogów Copper Area

A pilot in the Polish municipality of Lubin investigated tariff cooperation by developing a uniform tariff for all buses and trains in the area. If passengers only have to buy one ticket, it makes public transport easier to use. Along with reducing barriers to public transport use in and around Lubin, the pilot serves as an example for other regions in Poland that are considering similar cooperation on transit fares.

Stuttgart serves seniors

The Verband Region Stuttgart, which is responsible for regional rail transport in the Stuttgart area, was involved in an INTER-Regio-Rail pilot to research how rail transport can be adapted to the needs of the elderly. This effort is important because senior citizens comprise a growing proportion of the population and of potential customers of regional rail transport. The study identifies and describes possible information and support services for older passengers and outlines the effect of these services on people’s mobility habits. The results of the study will help to define a network of partners who can work together to support older rail transport users.

Updating infrastructure in Liberec

A backlog of maintenance by the national infrastructure operator means that the northern Czech region of Liberec is facing a decline in the regional rail network. As a result, travel times by train today are the same as they were 70 years ago, and railway services find it difficult to compete with road transport. An INTER-Regio-Rail project is helping the regional authority responsible for rail transport to develop a concept for modernising the network and its passenger services.

By 2030 the Liberec region can have a modern system of public transport, with railways as its backbone. All citizens of the region, as well as the economy, will benefit from this.

Martin Sepp, Deputy President of Liberec Region, Czech Republic
Efficient transport for efficient SMEs

With limited resources to address logistical needs, small- and medium-sized enterprises (SMEs) often use transport inefficiently. As a result, SMEs pay more to ship freight, and haulers make more runs with empty containers. By coordinating the hauling needs of SMEs with the capacity of logistics firms, KASSETTS helps all sides save money and increase efficiency.

The solution

Operating out of regions in the Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia, the KASSETTS network of logistics brokers were able to improve efficiency by facilitating better communication between manufacturing SMEs and logistics service providers. The brokers, often project partners using the KASSETTS information and communication technology tools, operate as neutral "middlemen" and improve the coordination of requests and offers between participating firms: daily transport orders of manufacturing SMEs are collected and aggregated, thereby allowing for economies of scale. The delivery of these orders is then optimised in terms of vehicle routes and use of transport means at the regional and transnational level. Each broker can plan optimal transnational transport routes on the basis of factors like: different local groups of manufacturing SMEs; the quantities to be transported; the frequency of transport; origins and destinations. After the routes are planned, brokers assign transport missions to carriers from a pool of different logistics service providers that cooperate in the broker system. The result is a win-win situation, where carriers are more efficient and SMEs can reduce transport costs.

Practical application

KASSETTS successfully put its system into practice, bringing together SMEs and logistics operators to demonstrate financial savings and a reduced environmental impact. Pilot activities handled by KASSETTS broker offices involved four main transport axes: Germany-Italy-Slovenia, Germany-Hungary-Poland, Poland-Czech Republic-Slovenia and Hungary-Italy-Slovenia. The efficiencies allowed by the network provided the following average savings without having to compromise on the result:

- 37 percent reduction in transport kilometers run by vehicles, thanks to optimised routing;
- 39 percent savings on fuel, thanks to optimised routing and cargo aggregation;
- 34 percent reduction in transport costs.

To help businesses continue to realise these savings, the project partnership has foreseen to maintain the service network and devised ways to keep KASSETTS sustainable after the project end. Under the future model of the broker network, economic savings on transport activities will be used to cover the costs of the brokers.

KASSETTS helps our manufacturing and transport industries to find new cooperation and business models, improving transport efficiency from the economic and environmental points of view. This is a win-win scheme to be further promoted by us policy makers.

Graziano Prantoni, Local Minister for Productive Activities, Bologna Province, Italy

SMEs, which generally have much smaller shipping needs than larger enterprises, often lack the potential to optimise their own distribution management. Without an in-house logistics department, SMEs end up paying more than they need to for transport of goods. Meanwhile, small logistics service providers find it hard to use the full capacity of their vehicles, so that lorries often end up "transporting air". The resulting increase in empty or half-empty vehicles not only burdens SMEs with additional costs; it also makes the traffic situation worse and contributes to higher CO2 emissions.

158
SMEs and logistics operators testing or using the KASSETTS software for brokering activities

11 071
Transport orders by SMEs entered into the KASSETTS system

18
Percent of calculated reduction in CO2 emissions reached during the KASSETTS pilot tests
Driving into a cleaner future with e-vehicles

Automobiles are one of the primary producers of air pollution – including carbon dioxide, nitrogen oxides and fine dust – harmful emissions that could be reduced if more people used electric-powered vehicles (e-vehicles). Through pilots held in six central European regions, the REZIPE project encourages drivers to switch from internal combustion to e-vehicles.

In a transferability study, REZIPE established ways to best pass on knowledge and experience gained through the project and to provide support for decision makers. The study is a valuable tool for stakeholders who want to promote the use of environmentally friendly vehicles. Along with providing this kind of policy support, the project also showcases pilots to implement electric mobility (e-mobility) in the central European regions of Reggio Emilia, Bolzano, Ljubljana, Győr, Upper Austria and Carinthia. These efforts are meant to create momentum for zero-emission vehicles powered by renewable energy.

Raising awareness of e-vehicles

Because REZIPE is designed to expand the use of e-vehicles in the region, a key component of the work is to raise awareness, and the project does this in many ways. For instance, the high visibility of the photovoltaic charging stations for electric vehicles ensures that the concept of e-mobility is promoted in the areas hosting REZIPE pilots. The stations also establish the beginnings of an infrastructure that can be expanded to encourage the use of e-vehicles. Awareness of the benefits of e-mobility was also increased with three different “Solar Rally” traveling exhibitions. The rallies allowed people in various municipalities and rural areas to test-drive e-vehicles. The majority of the test drivers responded very positively, and many said they would consider buying a zero-emission vehicle in the near future, a reaction that indicates positive long-term impacts of the REZIPE project.

Through cooperation with municipalities, the public and various other stakeholders, the project is able to attract attention to the benefits of e-mobility. Well-coordinated public relations and media work help the project reach out to key target groups.

Cooperation and continuation

Along with the difficulty of establishing charging installations and purchasing e-vehicles, other challenges to completing project activities include bureaucratic obstacles that slow down the decision-making and implementation processes. Fortunately, the transnational nature of the project made it possible to exchange a range of experiences in addressing common problems.

When the project officially comes to a close, the work is expected to continue. The results and experiences of the REZIPE pilots should help to create a strategy for further promotion of the usage of e-vehicles and expansion of the network of charging stations that the vehicles require. REZIPE is also expected to increase the number of e-vehicles in the regions the project serves, so that use of those vehicles should continue. For example, the project has already established a sustainable model for a business that rents e-bicycles, so that activity is likely to carry on well past the project’s lifetime.

I visited the Solar-Rally in Eferding (Austria) because I was interested in e-mobility. I was overwhelmed by the wide range of e-cars presented and the ability to test the vehicles – which I did. My opinion about the production stage of e-vehicles has changed!

Melanie Gahleitner, Leonding, Austria

7.54 Tons of CO₂ emissions prevented from the start of the pilots until the end of year 2011

67 822 Kilometres driven during the 2 300 trips made with electrical vehicles from the beginning of the pilots until the end of 2011.

95 Percentage of electric delivery vehicle test drivers who believe that the REZIPE project will influence their use of electrical vehicles in the future
SOL, Save Our Lives, works to strengthen the measures that local and regional stakeholders take to prevent death and injury caused by road accidents in central Europe. SOL is based on a grassroots, bottom-up approach and seeks to assist communities in implementing the best practices for improving road safety. These practices include an overall increase in political commitment, developing activities based on evidence of real needs, creating strategies and action plans, allocating resources to address the main road safety risks, implementing projects—and monitoring and evaluating their impacts.

A comprehensive strategy for central Europe

The SOL approach treats improved road safety as an essential part of ensuring sustainable mobility. The project connects some of the most competent road safety organisations and a multi-sector partnership from eight countries, to develop a strategy that supports central European regions in catching up with the highest EU standards in road safety by:

- assessing problems, policies and institutional settings related to road safety;
- strengthening institutions involved in road safety and creating effective multi-sector partnerships;
- preparing regional/local strategies and action plans and allocating internal resources to address the problem;
- implementing specific actions to prevent road accidents and to minimise injuries and their consequences; these are the pilot actions that have been developed during the course of the project;
- creating a greater level of awareness and commitment and informing decision-making at all levels;
- developing tools on specific aspects of road safety—child safety, vulnerable road users, roadside workers, etc.—that can be replicated to serve central Europe and the EU;
- helping stakeholders understand that road safety policies are vital to promoting sustainable forms of mobility.

Materials and tools produced within SOL will help cities and local administrations to address road safety topics and will contribute to similar action in other regions of the world.

The power of a strong network

In order to build up a network with both vertical and horizontal connections, SOL is designed to generate cooperation among different levels of administration and among local entities from different central European countries. The process involves top-down input, so that SOL’s team of experts can reach local communities and identify the most active ones, in order to supply them with the necessary professional skills and tools. This is followed by bottom-up input: once local communities have the necessary skills and tools, they can foster a stable connection with higher authorities, to communicate their needs, recommend changes and play a role in the development of action plans and pilot projects. The exchange of top-down and bottom-up inputs creates a vertical network that allows for permanent cooperation to share useful data and knowledge.

Thanks to SOL we have been able to prepare a local road safety strategy and an action plan, and to implement specific actions for children that helped us in achieving concrete and tangible outcomes within our community.

Maria Teresa Vivaldini,
Local Counsellor of Public Works,
Province of Brescia, Italy

30 500
Lives lost on European roads in 2012

12
Communities benefitted directly from the SOL project

200
People trained by the SOL network
Connecting seas brings the EU closer together

As European plans for transportation are taking shape, regions between the Adriatic and Baltic Seas have a historic opportunity to ensure the creation of a sustainable and efficient transport network in central Europe that will support the single market in the whole EU. The SoNorA project seeks to make the most of this opportunity by investigating the best ways to keep the region moving.

Ensuring an efficient transportation network is a vital part of addressing issues such as market integration, globalized commercial flows, increased freight and passenger traffic, and environmental concerns. SoNorA investigated different scenarios to guide development of the underexploited transport corridor between the Adriatic and Baltic by involving 25 partners from six EU countries – Austria, the Czech Republic, Germany, Italy, Poland and Slovenia. Following thorough analysis, SoNorA recommended ways to update the Trans-European Transport Network and elaborated case studies of specific infrastructure projects that are intended to close gaps in regional networks. SoNorA studied possible directions for central Europe’s transport network while taking regional development into consideration, thus seeking synergies and investigating ways in which transport growth can assist in overall regional development.

A main objective of the project was to make the South-North Axis (SoNorA) a true “intermodal” transport network, served by various types of transportation – rail, waterway, road, etc. – which can encourage more economically efficient and environmentally friendly transport solutions.

Facilitating regional cooperation

In an effort to encourage the creation of a transport network that benefits the whole central Europe area, SoNorA facilitated the development of transregional joint action plans for future projects. This work gave the various regions within the corridor an opportunity to agree upon common development actions. Awareness of the project and its results was guaranteed at the local and transnational levels through events and activities that allowed for an exchange of ideas and the merging of different skills and expertise, providing fertile ground for the birth and growth of new ideas.

Within SoNorA we looked into the possible development of a shuttle train between the Port of Koper and EDC Sežana. The results of the case study are encouraging: it shows that there is potential for the establishment of such a regular train service.

Dimitrij Pucer, Director of Adria Terminali d.o.o., Slovenia

Project: SoNorA
ERDF funding: €5 544 505
Duration: 2008 – 2012
Website: www.sonoraproject.eu

52 000 Kilometres of relevant road network in the SoNorA area

6 Corridors of the Trans-European Transport Core Network crossing the SoNorA area

2030 Year planned for achieving a fully functional multimodal transport core network
Taking the trolleybus to a better future

Thanks to well-developed trolleybus systems, many central European cities have a head start in the race to improve urban mobility while protecting the environment. While some may consider trolleybuses old-fashioned, the TROLLEY project is helping to show how these existing transit networks can play an integral role in providing green transport for well-planned cities of the future.

Trolleybuses, a time-proven, ready-to-use technology, are being recognised by smart cities as essential pieces of the urban transport puzzle. Trolleybus networks are assisting with the on-going transition from our current reliance on diesel-powered buses to highly efficient, green means of transportation.

The TROLLEY project seeks to capitalise on existing trolleybus knowledge, which is truly rich in central Europe, where trolleybus systems are more widespread. Mining this potential to support the transformation process is a key goal of the project.

Despite their advantages, trolleybuses face challenges, such as their image as old-fashioned vehicles, or the widespread dislike of the overhead wires that power them. Part of the TROLLEY mission, therefore, is to contribute to improving the way the public thinks about trolleybuses and to resolve common misconceptions that can provide political hurdles to their use. Meanwhile, the project also makes trolleybuses more appealing by presenting innovative technical solutions that have the potential to pave the way for cleaner, quieter and more efficient urban transport.

I am glad that the CENTRAL EUROPE programme is funding a project like TROLLEY, as trolleybuses are an intelligent, efficient and environmentally-friendly transport mode. If the project can achieve an increased awareness of trolleybuses as an option for public transport in European cities, this would be a great success.

Magda Kopczynska, former Head of the European Commission’s Unit on “Clean Transport, Urban Transport & Intelligent Transport Systems”

Technical assistance and awareness raising

TROLLEY partners are working on numerous local activities, pilot actions and innovative technical investments. The project created several useful tools and guidelines, among them a trolleybus take-up guide and a handbook on how to convert a conventional diesel bus into a trolleybus. In its effort to present trolleybuses as a smart mobility solution, TROLLEY designed the free promotion campaign called “ebus – the smart way!” Employing billboards, bus-stickers, posters and a lobbying package, this is the first joint public awareness campaign created to present a positive image of trolleybuses all across Europe. Other European cities and trolleybus operators are invited to join the “ebus” initiative to help raise the profile of trolleybuses.

As a way to promote trolleybuses among passengers and citizens, the project reached out to about 75,000 inhabitants in its partner cities during the first three stagings of “European Trolleybus Day” – a public-oriented initiative dedicated to the trolleybus and established by the TROLLEY project. Today, European Trolleybus Day is a fixed annual event, taking place on the Saturday of European Mobility Week every September.

To show support among concerned stakeholders, the project developed the Declaration for Electric Trolleybus Mobility, which demonstrates awareness of the potential of trolleybus transport in European cities. The declaration, signed by 70 trolleybus advocates, highlights the intention of the transnational group of signatories to promote the vision of effective trolleybus transport and to support sustainable urban mobility.

TROLLEY created the European Trolleybus Knowledge Centre to hold the documents that contain the project’s guidance manuals and results. This information will be of value to anyone else working toward clean electric public transport in their cities.
Putting central Europe’s future on track

Named after the east-west “Royal Highway” of medieval times, the Via Regia is a transportation corridor that connects eastern Germany, southern Poland and Ukraine. Cities and regions along the corridor cooperated in the Via Regia Plus project to produce studies on dynamic, sustainable development in an effort to improve connections in border regions, increase cooperation of urban areas and promote tourism.

The Via Regia, or Trans-European Transport Corridor III from Dresden to Lviv, is an important part of the European transport network and creates a bridge to the European Union’s neighbours. The regions along the corridor are characterised by different conditions: areas near transport axes develop very dynamically, while mountain areas and regions on the EU’s external border face isolation. The Polish “heart” of the Via Regia has a high settlement density and a strong railway network, with good conditions for rail transport. But cross-border connections to Germany, Slovakia and the Ukraine are insufficient, and there is poor coordination of investment in the region’s transportation infrastructure. For example, the Polish part of the railway line from Wrocław to Dresden and Hoyerswerda has been modernised, but there is no clear schedule for the renewal of the German part. Via Regia Plus sought to address the situation by preparing a transnational strategy for the harmonised development of investments and travel routes. The project evaluated the spatial effects of infrastructure investments and identified possible transport routes. Infrastructure managers and rail operators shared their views during public forums and expert workshops, and solutions for links of high interest (e.g. Berlin-Wrocław) were investigated in case studies.

Joint development of cities and surrounding areas

In many cities in central and eastern Europe, unregulated growth of individual transportation may reduce the quality of life and bring traffic congestion. More sustainable urban mass transit can help ensure a higher level of mobility. In Poland for example, the project sought to address this situation by contributing to such initiatives as the creation of fast urban transport in Krakow, a programme for integrated mobility management in Opole and the revitalisation of railway stations in Wrocław and Glwice. Meanwhile, partners in the project conducted studies aimed at better cooperation in urban areas. The HalleLeipzig region launched a voluntary process to encourage joint development of commercial areas, and a tool for the coordination of local spatial policies was created for the Wrocław area. Both initiatives will be continued after project closure.

Increasing attractiveness and developing tourism

Partners in Via Regia Plus also discussed strategies to tackle demographic change and to increase the attractiveness of cities and regions. The discussions focused in particular on work migration as a resource for the integration of labour markets and the need to create attractive living conditions for qualified employees and their families. The project also supported the “Via Mobil” moving exhibition, which promoted the Via Regia as a traditional route for trade and pilgrimage, as well as an axis of cultural exchange. The exhibition, put on display in marketplaces between Santiago de Compostela and Kiev, raised the awareness of the value of the project area for tourism.

The macro-regional perspective of Via Regia Plus allows us to evaluate our priorities of spatial development, and it delivers a framework for strategic initiatives with our partners in Germany and the Czech Republic.

Maciej Zathey,
Director of the Department for Regional Development of the Lower Silesia Voivodship, Poland

44

Stops of the Via Mobil moving exhibition between Santiago de Compostela and Kiev

5.30

Travel time in hours between Wrocław and Berlin in 1895 as well as in 2012

1 104

Length of rail connection in km from Erfurt to Lviv
PROJECT STORIES TO FOLLOW SOON
Cooperation helps economies of airport regions take off

Project: airLED
Website: www.airled.eu

Cycling toward cleaner urban mobility

Project: Central MeetBike
Website: www.centralmeetbike.cz

Better access to technology leads to success for SMEs

Project: ESSENCE
Website: www.essence-project.eu

Keeping central Europe moving along inland waterways

Project: INWAPO
Website: www.inwapo-project.eu

Tracking and tracing dangerous goods

Project: ChemLog-T&T
Website: www.chemlog.info

Strengthening the competitiveness of urban regions

Project: CITY REGIONS
Website: www.central2013.eu/transport

Cloud computing empowers SMEs in logistics

Project: LOGICAL
Website: www.project-logical.eu

Getting closer by rail

Project: RAILHUC
Website: www.railhuc.eu

Seamless travel planning in central Europe

Project: EDITS
Website: www.edits-project.eu

Developing multimodal transport

Project: EMPIRIC
Website: www.empiricproject.eu

Calming families and ensuring patient safety

Project: SPES
Website: www.spes-project.eu
The Joint Technical Secretariat (JTS) of the CENTRAL EUROPE Programme is based in Vienna (Austria) and can be contacted at any time for queries related to finance, project management, or communication. We are looking forward to cooperating with you and can be reached by telephone or e-mail.

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