



Mobilitas – MOBility for NearLy-zEro CO2 in MedITerranean Tourism DestinAtionS

Programme INTERREG MED 2014-2020

Topic/Keywords Environment / Urban mobility, Air quality, Low carbon, Energy efficiency, Transport

Project MOBILITAS involve 7 Med countries / 10 regions, affected by intense tourism flows with great pressure on transport infrastructure and mobility. These flows are concentrated during summer, but in certain areas, traffic peaks also in other months, due to fairs and congresses. In some cities, due to geographical and spatial premises, even daily mobility presents a challenge without including visitors' factor. All areas face congestion, with negative effects in terms of air pollution, CO2 emission, noise, health, un-safety roads, and loss of cities' attractiveness. To tackle this situation, MOBILITAS elaborates different scenarios to enable policy makers and stakeholders better understanding effects of different choices on improving environmental quality as a whole of destination.

Within a common transnational approach, pilot testing actions range from soft to hard measures:

- Sustainable tourism mobility policies: definition of political strategies & documents to reinforce existing POLICIES or start them ex-novo (e.g. elaboration of Sustainable of Urban Mobility Plans).
- Reduction of traffic by electrical vehicles and sharing transport solutions: re-loading electrical stations, e-cars, e-scooters & e-bikes, e-buses, etc.
- Information Technology tools & solutions for tourists/residents (APPs, software...) to facilitate decongestion of tourist traffic.

Role of Municipality of Piraeus

Municipality of Piraeus will participate in the project activities, which aim at:

- Improving mobility within the city, the distribution of traffic by type (% car, bicycle, walking, train, etc.),
- providing better soft mobility services (eg bicycle rental system, bike distribution, car rental system),
- improving coordination between the port and the city in terms of transport used by tourists upon arrival and their movement within the city and its main attractions, such as visiting the Acropolis,
- improving the present situation and initiatives to change the attitude regarding the low carbon emissions mobility (eg campaign aimed to pronounce hotels free bikes to their guests and better coordination of services for the transfer to the port and airport).

Partnership **Lead partner:** Regional Development Centre of Koper (Slovenia)

Other partners: **Greece:** Municipality of Piraeus, **Croatia:** City of Dubrovnik, Zadar County Development Agency-ZADRA NOVA, **Italy:** Municipality of Misano adriatico, luav University of Venice, Rimini Strategic Plan Agency, **France:** Energies 2050, **Malta:** Paragone Europe, **Cyprus:** P. Platres Community Council

Duration 01.11.2016-30.04.2019

Budget **Total:** 2.468.337,75 €

Municipality of Piraeus: 221.730,75 €