

Acronym – MOBILITAS

Title – MOBility for nearLy-zero CO2 in medITerranean tourism destinAtionS

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Sector – SECS-P/06

Iuav Role – partner

Lead partner – Regional Development Centre Koper

Duration – 33 months

Start – 01/09/2016

Closure – 31/07/2019

Project budget – € 2.468.337,75

Iuav budget – € 247.903,75

Funding to Iuav – € 247.903,75

Source of funding – Call EU: Interreg Mediterranean Programme

Description – All the territories involved are affected by intense tourism flows with great pressures on transport infrastructures and mobility demand. These flows are overall concentrated during the summer, but in certain areas, traffic peaks are reached also in other months, due to fair activities. Everywhere there is congestion, with all the negative effects in terms of quality of air, CO2 emissions, noise. But there are some important differences: whilst the Italian, French, Slovenian and northern coasts of Croatia are invaded by cars of tourists arriving mainly from the CE countries, in southern part (islands and coastal cities) of Croatia, Greece, Malta, Cyprus, Portugal, Spain, the share of tourists arriving by air and cruise ships increases significantly. Whilst in the 1st group of territories the main challenge is how to persuade tourists to keep their cars in the garage and reach the destinations by train or bus as well as to offer to tourists travelling in any case by car alternative options once arriving to their destinations (e.g. according to a survey carried out by Piepoli Institute within the CE project CUSTODES, 70% of tourists reach Rimini by car), for the 2nd group the challenge is rather to find a better integration between airplanes and ships with sustainable means at land (bikes, electrical shuttles, etc). In addition, all the areas are affected by unsustainable freight delivery models (a lot of means supply goods at any hour to hotels, restaurants, bars etc., congesting streets already occupied by cars of tourists and residents), whilst buses loaded with tourists congest further the roads, without proper access routes existing. In such a context, by elaborating SUMP specifically tailored for tourist areas (often conurbations where the population doubles or triples during the summer) and testing some tools (via adapting outputs & deliverables supplied by other EU projects), MOBILITAS will promote de-carbonized mobility models for the MED mass tourist areas, with a high degree of replicability.

Objectives – MOBILITAS deals with many issues raised within the Thematic Objective 4 "Supporting the shift towards a low carbon economy in all sectors", selected by the MED Cooperation Programme 2014-2020. In particular, the project contributes to the fulfilment of the Priority Axis 2: "Fostering low-carbon strategies and energy efficiency in specific MED territories: cities, islands and rural areas", to the mitigation of climate change that has strong consequences in MED regions, especially in cities and islands marked by tourism activities, that are the project's territorial target.

The main overall objectives of the project are:

- Reduce GHG transport emissions;
- Improve the living environment in high density areas (in the touristic areas, population increases a lot, sometime doubles or triples, during the summer);
- Optimize the effect of human activities on sea, land, air and human health;
- Favour a shift from overuse of car to more sustainable means of transportation;
- Lessen the high pressure on coastal roads unable to absorb increasing traffic.

By combining political commitments and planning (policy documents, Sustainable Urban Mobility Plans) with soft tools (digital platforms/APPs) and promotion of electrical mobility, MOBILITAS intends to contribute to solve the abovementioned problems that worsen the quality of life both of residents and tourists.

Website – <https://mobilitas.interreg-med.eu/>

Facebook – www.facebook.com/interregmed.eu/

Newsletter July 2018 – <https://bit.ly/2JzzVml>

Newsletter August 2018 – <https://bit.ly/2DX8zpf>

Newsletter January 2019 – <https://bit.ly/2GTd873>

Newsletter March 2019 – <https://bit.ly/2Rq3QG0>

Newsletter July 2019 – <https://bit.ly/3aaRtn0>

