



Move on Green

Newsletter No. 3

April 2013



Meeting in Rzeszów, Poland

Marshal's Office of the Podkarpackie Region was the host of the **third project partner meeting** from the 4th to the 6th of December 2012. Beside the **discussion of the project progression and the next tasks**, the partners could participate on a **study visit** in the **Science and Technology Park AEROPOLIS**.

A **workshop** ensured the opportunity to present two other good practices by the partners and it was a good occasion to disseminate the project aims and achieved results so far for the public.

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„Top-Jugend-Ticket“ - BURGENLAND

In the eastern Part of Austria since September 2012 the so called „Top-Youth-Ticket“ allows locally living pupils of public schools (aged 14 and younger) to use **all** public transport in the Region of Burgenland, Niederösterreich and Vienna for only € 60,00 a year.

Pupils who don't want to travel in the whole region may buy a „Youth-Ticket“ for the price of € 19,60. With this ticket they are allowed to use public transport from home to school and back.

It has been a big effort to make this possible with a lot of negotiations with the regional governments (who pay the additional costs) and the linked transport system-organisation of the region (VOR).



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Science and Technology Park AEROPOLIS

During study visit the partners have visited **Science and Technology Park AEROPOLIS**.

It was established in 2003 on the initiative of the Rzeszów Regional Development Agency (RARR). It is the first industrial park in Poland, where the goal is to maintain the longstanding and deep - rooted traditions of the aviation industry in this region - both in the spheres of economic and scientific research.

Encompasses an area of approximately 118 ha (Zones S1 and S2), situated just 10 km from the centre of Rzeszów, the capital of the Sub - Carpathian province, and neighbours Rzeszów - Jasionka International airport. AEROPOLIS is one of the "economic zones" in Poland - tool of regional policy for extreme difficult areas.

The aim of these zones is to help specific rural regions to develop. AEROPOLIS it is now one of the most attractive places to invest in southeastern Poland.

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The Aviation Valley Association

The partners have visited new building of **Technology Incubator** (part of the AEROPOLIS) where they listened to the speeches about the Incubator and The Aviation Valley.

The Aviation Valley Association was started on April 11, 2003, as a non-profit organization, as a means to furthering the rapid development and growth of the aerospace industry in southeastern Poland. This historic decision was conceived by a group of leading aeronautic producers, suppliers and businessmen. Significant funding for the Association has been provided by Pratt & Whitney, a world leader in the design, manufacture and service of aircraft engines, space propulsion systems and industrial gas turbines. The objectives of the Aviation Valley Association:

- The organization and development of a low cost supply chain.
- The creation of favorable conditions in order to enhance the development of aerospace industry enterprises in this region.
- The further development of aerospace research, aptitude and skill.

- The cooperation with universities of technology, which would promote new ideas and scientific research within the aerospace industry.
- The promotion of the Polish aerospace industry.
- The protection of enterprise and businesses in the aerospace industry.

The Association gathers 96 companies, which employ about 23 thousand engineers and technicians. Some of these companies are located in economic zones in the Podkarpackie Region.

The Aviation Valley focuses on aviation industry, research centers and educational and training facilities. It is an opportunity for the south-eastern Poland to transform into one of the leading regions providing a variety of products and services related to the aviation field.

The exceptional highlights that **Aviation Valley** offers:

- 100 Years of aviation history
- 70 years of history in the aircraft industry
- 90% of Polish aerospace industry output





- Cost effective work force and production costs
- Over 22,000 experienced and dedicated employees
- University of Technology with a strong Aerospace Engineering Faculty
- Investor friendly environment
- Centrally located. It is close to the international

airport and the major highway which links the southeastern of Poland to southwestern of Poland and Germany to be completed within the next few years

Good Practices Identified

In order to find the most fitting GPs within the partnership the partners prepared clusters which are made up of similar and operative practices.

Cluster 1: Combination of different types of services for cost reduction

Cluster 2: Car-sharing, car-pooling & other "sharing" formulas

Cluster 3: Cycling promotion: traditional & electric

Cluster 4: Energy efficiency & environmentally friendly attitudes for the mobility

Cluster 5: "Dedicated" mobility initiatives: health/leisure/tourism

Cluster 6: Governance and coordination in the mobility field

Cluster 7: Transport on demand in rural areas

If you are interested in the whole cluster matrix with the exact best practices you can download it here:

<http://www.kdriu.hu/documents/mogpb.pdf>

*You can find the already presented GPs (Kombi,BUS, Transport On Demand) in the previous newsletter!

"With bicycle I can do more—green active travelling around the countryside"



The main goal of the project is to **allow the older and other less able users** (patients with heart diseases, people with minor

leg injuries and others) **travelling around rural/highland areas**, enjoying nature in a green way, pedalling on easier/flat paths and using the battery on difficult/uphill paths (cca. 40 km with a single battery).

Stakeholders:

- Tourism Bohinj (public institute founded by Bohinj Municipality)
- Preddvor Municipality

- Provincial Federation of Pensioners' Association of Gorenjska
- 40,24% from the cost of the whole project (35040 EUR) was financed by the European Agricultural Fund for Rural Development.

The initiators expect the following results:

- Promotion of green mobility
- Environment protection and sustainable use of nature protected areas
- Rural development
- Higher quality of life

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Regional Bicycle Rental System

This initiative has been implemented in the **West Transdanubian Region** in Hungary.

The overall objectives of the project are the development of the service conditions of cycling and the increase of the number of tourists and local residents using bicycle through the enhancement of the attractive force of the cycling region.

Direct objectives:

- Establishing the technical terms of the regional bicycle renting system consisting of 10+1 points
- Establishing the cooperation network of touristic and cycling organisations
- Developing the safe and exemplary computer system of the renting system

Stakeholders:

- Service providers:
 - Accomodation
 - Cycling associations or clubs
 - Bicycle shops and servicing

Project implementation period: 01.04.2005-30.09.2006 (18 months)

Cost of whole project: 519 116 EUR (EU fund: 467 204 EUR)

The result is the contribution to the implementation of the principles of sustainability in the field of tourism and everyday life through promoting cycling as a sustainable mode of transport and the developed cycling services.

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The Project Partners

13 partners are involved in the MOG project. In every newsletter, we will introduce two of them.

Mobility Center Burgenland

The establishment of the Mobility Center Burgenland was a project of the Regional Government Burgenland and was co-financed by European Union.

They provide information and services on mobility, for several public transport modes and coordinate mobility projects focused on cycling, public transport, and e-mobility. Further they are the responsible for the development, management and operation of



national and cross-border mobility projects.

The center participate in the MOG project because the territory is affected by the high focus of car ownership, the inadequate/limited public transport methods and other serious structural problems.

Burgenland

Size: 3.965,5 km²

Population: 280.000

Capital: Eisenstadt (13.000)

171 Communities (avg. 2.000)

Languages spoken:

German: 87,5%

Croatian: 6%

Hungarian: 2,5%

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West Transdanubian Region has varied geography, landscape and is made up of 3 counties (28 cities and, 626 settlements). The diverse and fragmented settlement network including larger and smaller towns, and micro villages suffer from the unfavorable mobility possibilities.

Feature data:

- Regional public road network: 4935 km
- Regional railroad network: 924 km
- Cycle path network: 366 km and 250 km roads with road signs

The West Pannon has large project experience and the region is characterized by some existing good practices related to mobility.

Area: 11328 km²
Population: 1 million
GDP/capita: 9900 EUR
Unemployment rate: 9,2%

The main aims are learning from other territories, disseminating their own "GP"s and making useful policy recommendations to the decision makers for the new programming period.

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Thessaly, the place of the next MOG meeting

The next meeting of Move on Green will take place in Volos and Larissa, Region of Thessaly, Greece from 28-30 May 2013.



A region with variable landscape and tourist attractions

Thessaly is one of the thirteen regions of Greece and the third largest region in the country population-wise. The origin of its name is connected with the mythical hero Thetталos, son of Aimona. The region of Thessaly, is characterized by a highly variable landscape which includes some of the most interesting and unique formations of Greece, such as Meteora and Mt. Pelion, one the most traditional mountainous areas.

The mountains, lakes, forests, the sea with its islands, the plains and the rivers, all serve to attract many visitors, servicing as much special thematic tourism as simple



sightseers. Most of these locations, including all the important ones, belong to the "Nature 2000" network.

The region of Thessaly occupies the central-eastern part of continental Greece. It has a total area of 14,036 square kilometers. 36% of the land is flat, 17.1% is semi-mountainous while the remaining 44.9% is mountainous.

The population break-down is 44% urban, 40% agrarian and 16% semi-urban with the agrarian population having noted a decline which has been paralleled with an increase in the semi-urban.



Some news from Teruel...

The Provincial Government of Teruel held two public presentations of the catalog of best practices developed by the partners of the initiative of the European project "Move on Green" (MOG) on the 5th and the 14th February.

A set of technical and county presidents attended the meeting and they knew examples of good practice within the research areas of the program "Move on Green"; pooling and sharing their thoughts on the best practices in terms of sustainable mobility rural area.

The Deputies of European Programmes, Carlos Sanchez Boix and Julio Esteban Igual introduced each day, and welcomed the interest shown by the participants. The Director of the Office of European Programmes, Luis Muñoz Gregorio introduced MOG, explained what this European program was about and the importance of sustainable mobility in rural areas as a means to encourage and enhance their economy, society and environment, and thereby to combat the serious problems of depopulation.

Laura Gascón Herrero, project's coordinator presented seven GPs, one from each line of study. All of them have been selected because of their effectiveness in rural areas of 10 different countries all over Europe.

Serious problems to face

The region of Thessaly, being inhabited by the 6,8% of the total Greek population, is a region where the wide plain is surrounded by mountains. 44% of the region's population is urban, while the rest are rural residents. The two main transportation issues of the region are the connection between Larissa and Volos, the capitals of the two biggest prefectures of the region which are closely co-dependent; and the connection of the rest of the rural areas with the Larissa-Volos dipole.

Volos, on one hand, attracts many tourists, with Mt. Pelion and the



Pagasitikos Gulf being two of its main touristic attractions. Volos is, also, the third bigger port of Greece in terms of freight and passenger transportation, whereas a civil-military airport is in its proximity. Larissa, on the other hand, is the capital of the region and it is situated close to the main national road axis (Alexandroupolis-Thessaloniki-Athens-Patras).

The rest of the region is sparsely inhabited with mainly rural areas, most of them being touristic attractions, and the Sporades islands. Neither the islands nor the rural areas are

AGENDA OF TRANSNATIONAL MEETING IN LARISSA- REGION OF THESSALY	
28-30 May 2013	
Tuesday, May 28th	
10.00- 16.30	Study visit: Traditional Pelion Train: thematic rail mobility for the enhancement of the rural areas' cultural identity
18.00	Arrival in Larissa
20.00	Dinner in Larissa
Wednesday, 29th May	
09.00	Press Conference for the Regional and Local Media
10.00 – 11.45	10.00 – 11.00.- Presentation by/form the Lead Partner 11.00-11.45.-Debate coordinated by the representatives of the Region of Thessaly
12.15 – 13.45	Joint definition of the methodology for bilateral meetings for the transfer of GPs (C3)
15.00 – 16.30	Joint definition of the methodology for the elaboration of the Policy Guidelines for Sustainable Mobility in rural EU (C3)
20.00	Partners Official Dinner
Thursday, May 30th	
9.30 – 11.00	Steering Committee, Management and Coordination (C1)
11.30 – 12.30	Component 2- Communication and dissemination
12.30	Summary of the Project's Next Tasks and date for the seminar n ^o 4 and the study visit (Brandenburg, January 2014)
13.00	End of the Meeting





adequately connected to each other or the mainland. A big part of the population uses public transportation to reach their workplace, often located in one of the dipole cities. The geography of the region does not allow a better road network, especially in the mountainous areas, so other

ways of efficient, low-cost, fast and alternative passenger and freight transportation have to be explored.

Meeting information

Dates: 28-30 May 2013

Place: Volos & Larissa cities, Region of Thessaly

Study visit: Pelion Thematic Train

(<http://www.trainose.gr/thematikatrenea/pilio>) & Systems' Optimization Laboratory- University of Thessaly



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MOG partners

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| 2. SODEBUR, ES | 7. Central Transdanubian Regional Innovation Agency, HU | 11. Vidzeme Planning Region, LV |
| 3. Thessaly Region, GR | 8. Regional Management Burgenland, AT | 12. Podkarpackie Region, PL |
| 4. Epirus Region, GR | 9. BSC Business Support Centre Ltd. Kranj, SI | 13. Ministry for Infrastructure and Agriculture of Brandenburg, DE |
| 5. Shetland Islands, Council, UK | | |

