

## Press release

### Move on Green: a new Interreg project to develop sustainable transport solutions in rural and mountainous areas.



Sustainable transport is vital to maintaining the environmental and economic health of rural areas, as well as to ensuring the access of both inhabitants and potential visitors to key services such as employment, education and healthcare.

Rural areas policy-makers have come to realise that the lack of sustainable mobility schemes is a cross-cutting element which affects every development strategy implemented in rural territories; no matter how much effort is expended on areas such as education, promotion of tourism or development of new economic initiatives, the lack of a sustainable (from the environmental, social and economic perspectives) transport pattern has severely hampered every development initiative.

This is why the project MOVE ON GREEN (MOG) has been set up: this project is developed in the framework of the INTERREG IV C programme, which aims at supporting the exchanges of good practices between European regions. The objective of MOG is to improve the design and effectiveness of regional policies on sustainable transport in rural areas, through an exchange of experiences aimed at fostering sustainable mobility from the environmental, social and economic points of view. The project will work on raising awareness and knowledge among authorities, stakeholders and citizens and will result in improving the regional policies for sustainable transport in rural and mountain areas.

13 partners from rural and mountain regions with a high environmental value, located in 10 European countries (Spain, Greece, Hungary, Latvia, Poland, Scotland, Germany, Austria, France) will cooperate through MOG to develop feasible strategies and policies in the field of sustainable transport. The project first meeting took place on 28 to 30 March in Teruel, Spain, hosted by the lead partner, the Provincial Government of Teruel. A study tour brought the partners to visit the technopark of Motorland in Alcañiz, where the research done on engine and cars leads to more environmentally friendly technologies in the field of road transport.

The project will then last 3 years to finish end 2014. Great improvements are expected in the partners' regions with new models of organisation of sustainable transport. Those results will be available to all European rural and mountain regions, and could be therefore useful for e.g. the rural areas of Wallonia.

#### **For more information:**

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**Project website:** [www.moveongreen.eu](http://www.moveongreen.eu) (available soon)

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