

# THE COHESION POLICY PROMOTES MOBILITY IN MOUNTAIN AREAS



## DID YOU KNOW?

Mountain areas are one of the European territories with the highest rate of car use. For instance, in the Alps, each day 600,000 people cross a national border to go to work. Individual car and road dependency is traditionally high in these regions, whereas other mobility options are weak. This is due to several obstacles such as the high cost of infrastructure, longer distances with fewer inhabitants and the lack of public transport.

## WHY IS MOBILITY SO IMPORTANT?

Car dependency, combined with a lack of adequate public transport, imposes social and territorial exclusion on certain segments of the population, such as the young, elderly and residents without cars. Mountain residents have limited opportunities to travel and get to other places, whether for work, education or leisure. Poor provision of transport services also hinders the attractiveness of a region. Thus, solutions are needed to develop transport modes that are time efficient, high quality, respectful of the natural environment and accessible to locals and visitors alike.

## WHAT SOLUTIONS ARE BEING FOUND IN THE MOUNTAINS?

The need to increase the quality and financial viability of mobility options as well as enhance multimodality and connectivity are a source of perpetual innovation in the mountains. Some mountain regions are testing shared mobility options and the development of integrated mobility services – for both smaller and bigger towns – while others are developing on-demand transport and slow mobility.

**Thanks to the European Cohesion Policy, the European Union is encouraging the development of more mobility offers in the mountains.**

**Looking for inspiration? Turn the page!**



This project has received funding from the European Union's Directorate General Regional and Urban Policy under Grant Agreement No 2020CE16BAT209.



# FROM HOME TO WORK

## Car sharing in the Jura mountains

The cross-border region between France and Switzerland is home to many businesses and creates numerous job opportunities. Unfortunately, public transport does not meet the needs of commuters, especially workers. For this reason, the “co-voiturage arc Jurassien” launched a car sharing system for workers with 87 parking stations across the region.



© Covoiturage Arc Jurassien

Workers can either find a car share through a central call centre or offer one if they have space in their car, and then meet up at one of the parking stations. Businesses can also benefit from certain advantages if they decide to promote car sharing among their employees, such as a specific tool to monitor the impact of car sharing, tailored promotions in their company, or events to share their experience.

At present, 180 enterprises and 41,000 workers are using this car sharing system. By joining the scheme, each worker on average drives 6,500 km less than usual per year, an average annual saving of 1,100 kg of CO<sub>2</sub> and €2,300. Since the start of this project, the percentage of car sharing has doubled in the French-Swiss Jura mountains.

**Mountain area:** Jura mountains (France)

**Cohesion support:** European Regional Development Fund through Interreg France-Switzerland programme

**Period:** 2015-2018

**Website:** <https://covoiturage-arcjurassien.com/>

# BALCÕES MÓVEIS

## Mountain transport to citizens' doorsteps

© Balcões Móveis



In Terras de Trás-os-Montes, North of Portugal, the Intermunicipal Land Community settled a 100% electric vehicle to counter the remoteness of rural mountainous residents. Known under the name of Balcões Móveis, this rural mobility service offers local residents the ability to carry out certain activities, such as paying water and electricity bills for remote houses or renewing their identity card right on their doorstep.

Isolated citizens located across nine municipalities of the Terras de Trás-os-Montes can request these services in their municipality. In particular, the benefits are for people with restricted mobility, such as elderly individuals, as well as young people, families and inhabitants without private cars.

**Mountain area:** Terras de Trás-os-Montes (Portugal)

**Cohesion support:** European Regional Development Fund

**Period:** 2018-2019

**Website:** <https://www.portugal2020.pt/content/balcoes-moveis>

## Using technology to ensure “Mobility-as-a-Service” in small Alpine towns

The city of Merano (Italy) and the village of Brig-Glis (Switzerland) has introduced some innovative methods and technologies to support mobility in small Alpine villages, and particularly green mobility through the MENTOR project.

Built around the concept of “mobility-as-a-service”, local residents consult an online integrated platform to access all information related to mobility in the region. In the city of Merano, this platform allows citizens to view all transport options (bus, train, carpooling, shared bikes) between the city and surrounding mountain villages and calculate the fastest way of reaching their destination, as well as possible delays in train or bus transport. So far, 2,000 citizens have used this platform and accessed services such as bike sharing, an electric bus on demand, and even tried out a self-driving minibus.

In parallel, the Brig-Glis village developed the Kolibri taxi-on-demand. It runs between 9 p.m. (time of last bus) until midnight and covers 72 stops, of which 41 bus stops and 31 additional stops. The average price for a ride is 4 CHF (€3.75). Thanks to these solutions, local citizens can more easily plan their trip and access a wider pool of mobility solutions.



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**Mountain area: Italian-Swiss Alps**

**Cohesion support: European Regional Development Fund through Interreg Italy-Switzerland programme**

**Period: 2019-2021**

**Website: <https://progetti.interreg-italiasvizzera.eu/it/b/78/mobilizeeffortsforaharmonizeddiffusionofnewsartandsharedmobilitytechn>**

# BICIMUGI

## Fostering bike mobility for all in the Pyrenees



© BICIMUGI

From the Aquitaine Region to the Logroño village in the Navarra Region, the BICIMUGI project is creating a cross-border biking route all along the French-Spanish Pyrenees. This cycling route will connect rural and mountainous areas to the existing Eurovélo 3 backbone.

Different loops are designed from the main BICIMUGI route to connect remote villages with major towns such as Bayonne and Saint-Jean-Pied-de-Port, and to allow bikers to reach the different places of interests in these areas.

One of the main aims of BICIMUGI is to foster cycling habits in rural and mountainous areas and make them accessible to all. Therefore, local citizens – particularly young people, women, people with restricted mobility, and retired people – as well as tourists can participate in educational and awareness-raising activities to encourage their use of bikes, and they can use intermodal options along the hillier stretches.

**Mountain area: Pyrenees (France-Spain)**

**Cohesion support: European Regional Development Fund through Interreg POCTEFA programme**

**Period: 2019-2022**

**Website: <https://www.bicimugi.eu/>**

## Incentives and personalized information to change mobility behaviour

Particularly in Alpine regions and in smaller towns and villages, residents are often highly dependent on private transport, especially cars. Whereas this is often due to the lack of alternative mobility options and remoteness, that is not always the case. For instance, in the city of Salzburg, Austria, private cars still account for 45% of all trips, despite alternative means of transportation being available. This might in part be due to a lack of information or understanding of alternative means of transportation but also as a result of time-tested habits. Changing mobility habits is both necessary – given the climate crisis – and a very hard thing to do.

For this reason, the city of Salzburg decided to develop specific reward and pricing options to encourage citizens – especially new residents – to shift their mobility behaviour towards more cycling, walking, public transport and e-mobility options. Within the site-specific pilots, different types of incentives (like free public transport tickets, shopping vouchers, bike devices), tailor-made information material (mobility brochures, virtual story maps), personalized mobility advice and mobility action days were offered to the new residents. Through these measures, the new inhabitants could easily discover and use more sustainable mobility alternatives.

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Mountain area: Alps  
 Cohesion support: European Regional Development Fund through Interreg Alpine Space programme  
 Period: 2018-2021  
 Website: <https://www.alpine-space.eu/projects/samba/en/home>



## WHAT IS MONTANA174?

Montana174 is a communication campaign to inform you – mountain residents - about the many opportunities offered by the Cohesion Policy in mountain areas.

In mountain areas, the Cohesion Policy provides funds to reinforce digital and social innovation, accelerate climate mitigation and adaptation, support tourism, foster youth employment and enhance mobility.

[www.montana174.org](http://www.montana174.org)



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