

Transdanube.Pearls - Network for Sustainable Mobility along the Danube

THE PEP Partnership Transdanube

EU-funding programme: Danube Transnational Programme

Project budget: 2,94 Mio. EUR

Project duration: January 2017 – June 2019

Lead partner: Environment Agency Austria

The project Transdanube.Pearls - Network for Sustainable Mobility along the Danube is developed as further continuation and follow up of THE PEP (Transport Health Environment Pan-European Programme) Partnership Transdanube.

The projects main objective

Following the “Common Vision for Sustainable Mobility in Tourism” adopted by the partnership of TRANSDANUBE, the projects main objective is to contribute to the development of a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility for visitors and inhabitants of the region by developing climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services. By improving the possibilities to move along the Danube with environmentally friendly means of transport the project will counteract the ongoing popularity of private car usage and its negative impact on the environment. By better linking the different modes of transport the project will not only contribute to sustainable regional and local mobility but also support the connectivity between the regions, leading to a more balanced accessibility within the Danube regions.

The project Transdanube.Pearls - Network for Sustainable Mobility along the Danube is developed within THE PEP Partnership Transdanube to involve the relevant ministries in the region and link the national authorities with the regional and local actors in order to coordinate and facilitate the project its objectives, its measures and its implementation.

Establish a network committed to sustainable mobility for tourists and inhabitants

Within the 2,5 years of implementation TRANSDANUBE.PEARLS will establish a network of destinations committed to sustainable mobility in tourism– the “Transdanube.Pearls”. Being part of this network will increase the visibility of the participating destinations offering their visitors the unique possibility to travel the Danube with sustainable means of transport.

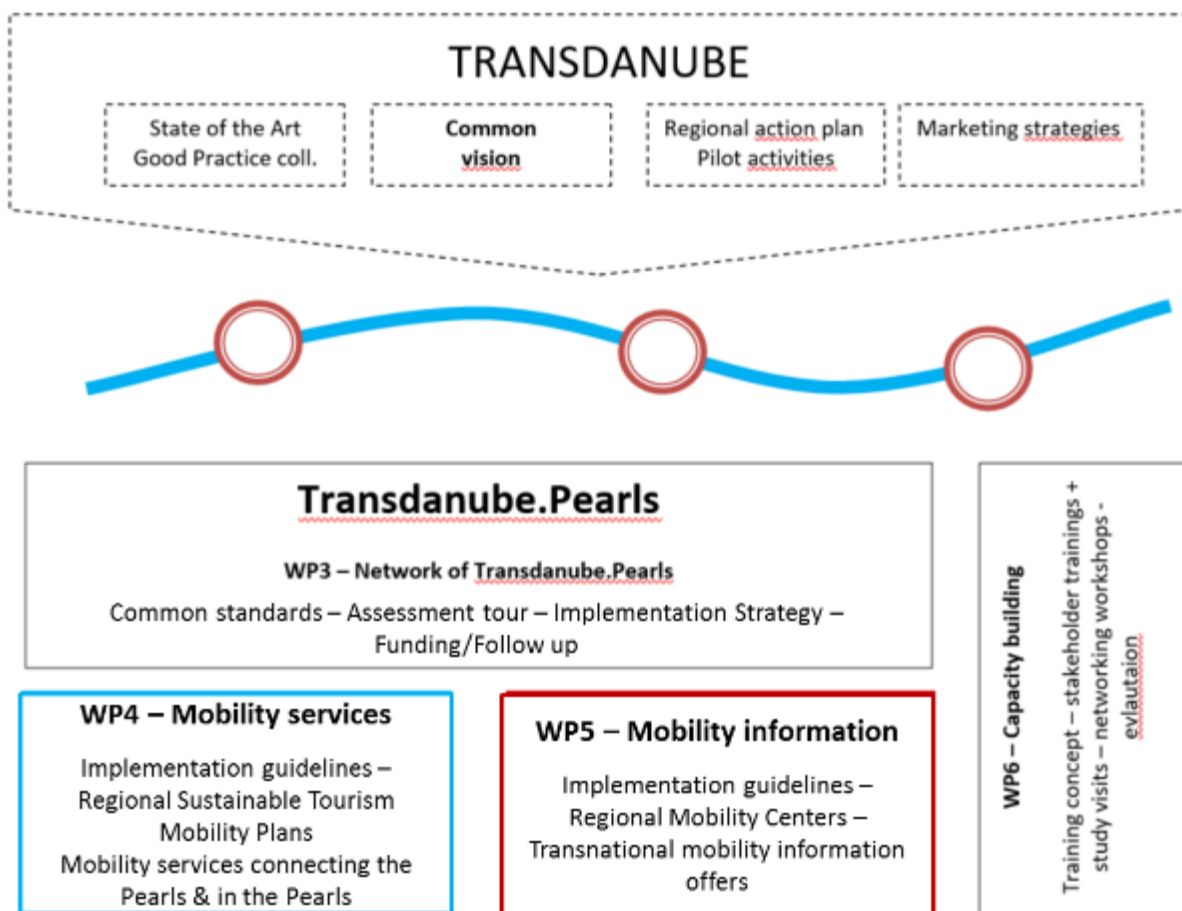
The network will facilitate the cooperation of stakeholders from the mobility and tourism sector of different levels. Common standards and appropriate organisational structures secure the operation of the network beyond project lifetime.

The national ministries represented in THE PEP will be informed about the project progress and invited to provide feedback, to coordinate with relevant national and international strategies and funding schemes and to facilitate the project and support its implementation process.

Provide integrated sustainable mobility services and integrated, easy accessible information about the services to the end users

Trainings provide local and regional stakeholders with the capabilities to further develop sustainable mobility services. The knowledge acquired during the trainings will be enriched by the experiences gained during the development and demonstration of mobility and information services in the project - mobility services that will contribute to overcome gaps and improve quality especially on the last mile getting to the destinations and within the destinations. By better combining public transport and cycling the project will furthermore improve intermodal travel chains which will increase the quality and resilience of the whole transport system.

Additional efforts will be undertaken to improve the access to user-friendly information about existing mobility services. While regional mobility centers will act as one-stop-shops for mobility in the regions, international tourism and mobility information platforms will allow tourists to inform themselves about their possibilities to travel the regions along the Danube without using the private car. Specific sustainable tourism mobility offers will provide attractive packages for visitors preferring to follow a given route.



The main project outputs are:

Common standards for the network of Transdanube.Pearls

Common standards define the level of service a visitor can expect when visiting a Pearl. They include criteria on the necessary quality of the possibilities to get to the Pearl, to move within the Pearl and the connections to other Pearls as well as the quality of information provided. Standards differentiate between starter, climber and forerunner Pearls reflecting the current status of sustainable mobility in the regions and the requirements for improvement.

Network Implementation Strategy

The strategy provides the framework conditions for the implementation of the network. Reflecting the cooperation requirements of the Pearls the strategy defines clear objectives and priorities for cooperation. It is the basis for the implementation of sustainable management structures on the transnational (→ Business plan for the network of TD.Pearls) and the regional level (→ Business plans for regional management structures).

Management organisations

The network will have a transnational coordination unit. It will preferably be established within an existing organisation familiar with promoting the Danube and its regions/destinations. Alternatively, a new management organisation will be established within project lifetime. The organisation will improve cooperation between the stakeholders on the local and regional level against the background of the common vision to bring forward the concept of sustainable mobility in the Danube region.

Implementation guidelines

Guidelines for the following topics will be jointly developed: 1. Development and implementation of Regional Sustainable Tourism Mobility Plans; 2. How to combine cycling and public transport; 3. Development and implementation of bike rental systems; 4. Development and implementation of Flexible Public Transport Services for the Last Mile; 5. Funding guidelines; 6. Guidelines for the development of mobility information centers; 7. Guidelines for the development of transnational tourism mobility offers

Sustainable Regional Tourism Mobility Plans

Specific objectives jointly defined to tackle existing challenges will provide the framework for the improvement of sustainable mobility in tourism in the long term. Besides the strategy part, the SRTMP will include action plans setting the necessary steps to bring forward sustainable mobility taking into account the current situation and the jointly developed common standards for the future Pearls.

New/improved mobility services

Mobility services will be developed and tested in different partner regions following the guidelines developed in the project. Joint testing will demonstrate the feasibility of different bike rental services (3), bike carriage facilities (3) and flexible public transport services (3) in the partner regions. A transnational evaluation will highlight the benefits and secure transferability of the pilot activities.



Mobility Information Centers

Mobility centers will act as one-stop-shops for information about sustainable mobility services available to get around in the region as well as about possibilities to move on to the next Pearl. The partners will develop mobility centers based on existing information centers, from scratch or as a part of a network of agencies providing mobility information on the regional and local level or in form of sustainable mobility contact points offering tailor made services to different target groups.



Interfaces for the exchange of mobility information

Interfaces from the updated danube.tours database to at least 2 existing information platforms (danube.travel, Eurovelo6). This will allow the integration of mobility information in existing information portals and the design of new web-services providing information on how to reach touristic attractions in the Danube regions with sustainable means of transport.

The Members of the partnership



FP	Country	Institution	Acronym
LP	AT	Environmental Agency Austria	EAA
ERDF PP1	DE	Danube Office Ulm/Neu-Ulm	DOULM
ERDF PP2	AT	WGD Danube Upper Austria Tourism Ltd	WGDOOE
ERDF PP3	AT	Regional Management Burgenland Ltd	RMB
ERDF PP4	SK	Bratislava Self-Governing Region	BSGR
ERDF PP5	HU	West Pannon Regional and Economic Development Public Nonprofit Ltd	WESTPA
ERDF PP6	HU	South Transdanubian Regional Development Agency Nonprofit Ltd	STRDA
ERDF PP7	HR	City of Vukovar	CIVUK
ERDF PP8	SL	Development Agency Sinergija Ltd	RASIN
ERDF PP9	BG	Vidin Regional Administration	VIDIN
ERDF PP10	BG	Club Sustainable Development of Civil Society	CSDCS
ERDF PP11	RO	National Institute for Research and Development in Tourism	NIRDT
ERDF PP12	RO	The South East Regional Development Agency	SERDA
IPA PP1	RS	Danube Competence Centre	DCC
IPA PP2	RS	Regional Development Agency Eastern Serbia	RARIS

+ 24 Associated Strategic Partners from the whole Danube region

no	country	Institution	Acronym	sponsorign FP
ASP1	AT	Austrian Federal Ministry of Agriculture, Forestry, Environment and WM	BMLFUW	EAA
ASP2	AT	Austrian Federal Ministry of Transport, Technology and Innovation	BMVIT	EAA
ASP3	AT	Neusiedler See Tourism Ltd.	NSTG	RMB
ASP4	AT	Regional Government of Burgenland	BGLD	RMB
ASP5	AT	RailTours Austria	RTA	WGDOOE
ASP6	DE	Destination Marketing Association German Danube	DMAGD	DOULM
ASP7	DE	Bavarian State Ministry of the Interior, for Building and Transport	STMI	DOULM
ASP8	HR	Danubiumtours Vukovar	DAVUK	VUC
ASP9	HU	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	WESTPA
ASP10	HU	Government of Baranya County	BARCO	STRDA
ASP11	HU	Association of Szigetköz Tourism	SZDTM	WESTPA
ASP12	MD	Association of Tourism Development in Moldova	ATDM	SERDA
ASP13	RO	National Authority for Tourism	NAT	INCDT
ASP14	RO	Administrative Territorial Unit Tulcea County	TULC	SERDA
ASP15	SK	Slovak Railways	ZSR	BSGR
ASP16	SK	The Ministry of Transport, Construction and Regional Development	MINDOP	BSGR
ASP17	SK	City of Bratislava	BA	BSGR
ASP18	SL	Pomurje Tourist Association	PTA	RASIN
ASP19	SRB	Ministry of Agriculture and Environmental Protection	MAEP	EAA
ASP20	SRB	Development Agency of Serbia	DAS	DOULM
ASP21	SRB	Municipality Kladovo	MKLAD	WGDOOE
ASP22	BG	Republic of Bulgaria Ministry of Tourism	BMT	VIDIN
ASP23	BG	City of Ruse	RUSE	CSDCS
ASP24	BG	Association of Danube River Municipalities	ADRM	CSDCS

Interested national ministries of THE PEP are taking part as associated strategic partners steering and facilitating the project and its implementation and ensure coordination with relevant national strategies and funding schemes.