



**INTERREG IVC**

INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



Sustainable transport



EUROPEAN REGIONAL  
DEVELOPMENT FUND

**CAPITALISATION ON  
SUSTAINABLE TRANSPORT  
ECOTALE Joint thematic workshop 4**

**Valencia**

**Wednesday, 11 December 2013**

# A wealth of knowledge!

€302 m committed in **204** projects involving **2274** partners

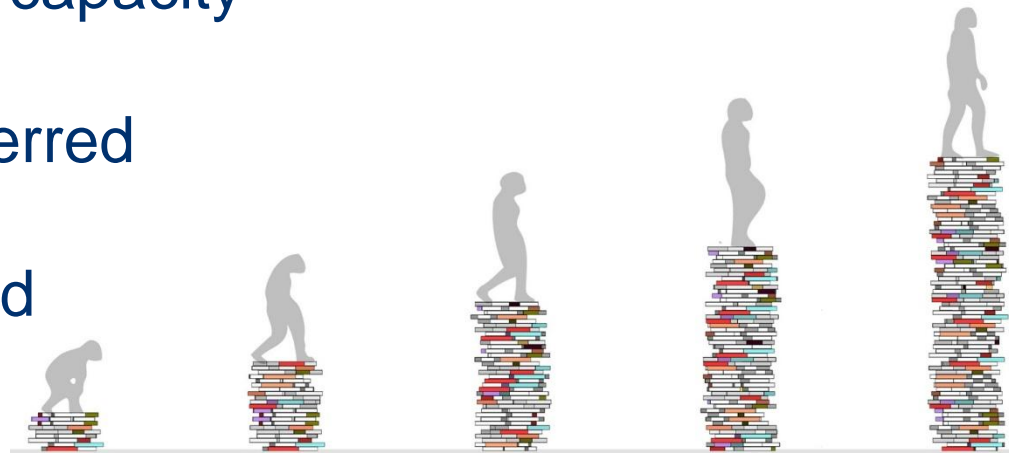
✓ **90%** of EU NUTS 2 regions covered

✓ **4,527** staff with increased capacity

✓ **252** good practices transferred

✓ **262** local policies improved

*(as of June 2012)*



The capitalisation concept means:

- to exploit at best the experience accumulated in the previous Programmes
- to exploit the potential of the networks among Public Bodies
- to disseminate the best practices
- to **CAPITALISE** the obtained results

This can be done through specific Projects as the one granted during the INTERREG IVC calls , that are

but .....

..... it should be done at the Programme level too, through **specific dedicated actions**

..... to exploit at best all the potential coming from the links between the Projects and the added value of integration.

# Why Thematic Programme Capitalisation?

to use and exploit the thematic knowledge

from projects working on a similar topic

for the benefit of all regions in Europe



## Which resources are available?

### Knowledge Resources

- Content analysis of the participating projects
- Thematic expertise of the assigned experts
- Input from the Stakeholder Groups

### Human Resources

- Key actor: 1 team of specialised thematic experts per topic
- JTS coordinators

### Financial Resources

- ERDF from Programme Priorities
- 0.5 M€ per year (2012-2014, possible extension 2015)







## 12 Capitalisation topics 111 projects

### Priority 1

 Innovation Systems (triple helix & open innovation)	<b>10</b>
 Innovation capacity of SMEs	<b>7</b>
 Eco-innovation	<b>7</b>
 Creative industries	<b>14</b>
 Entrepreneurship	<b>8</b>
 E-government services	<b>6</b>
 Demographic change	<b>9</b>
 Rural development	<b>9</b>

### Priority 2

 Climate change	<b>7</b>
 Energy efficiency	<b>12</b>
 Renewable energy	<b>7</b>
 Sustainable transport	<b>15</b>

## We are working on six concluded projects / nine ongoing projects



**A successful knowledge capitalisation is the result of two different factors:**

- the specific content to be exploited (content)
- the way to exploit at best this content (process)

**the two factors are connected but can be analysed separately**

**our work is mainly related to the “content” (and eventually to those aspects of the process which are strictly related to the content such as “drivers and barriers”)**

**the CAPITALISATION exercise is a thematic, content-based one; it must be carried out on specific competence areas and topics**



## Information, data and elements from:

- direct analysis of the projects through
  - on-line survey
  - direct interviews
  - direct contact with the Projects
  - documental analysis (reports, handbooks, manuals, position papers, etc.)
  - project websites
  - workshop
- general INTERREG documentation and online database

**A first year analysis has been concluded at the beginning of 2013**

- **It has mainly been focused on the 6 already concluded Projects**
- **The Final Report is available on the Interreg IVC website.**

**by inductive approach**



**for the six concluded projects 94 Good Practices have been analysed and classified under nine different TOPICS**

TOPICS	
1	TRANSPORT AND LAND USE PLANNING
2	REGIONAL TRANSPORT AUTHORITIES
3	FINANCING PUBLIC TRANSPORT
4	ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT
5	MOBILITY MANAGEMENT
6	ITS – INTELLIGENT TRANSPORT SYSTEMS
7	ACCESSIBLE TRANSPORT
8	ENCOURAGING LOW EMISSION TRANSPORTS
9	SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS

For each topic, the Good Practices were assessed in a qualitative way according to the following criteria/drivers:

- ✓ **IMPACT** (locally and region)
  - ✓ **LEVEL OF INTEREST/ INNOVATION**
  - ✓ **TRANSFERABILITY** (drivers / barriers)
  - ✓ **TRANSFER METHODOLOGY** (manuals, guidelines, etc.)
- 
- ✓ **Relationship with other**
    - **INTERREG projects**
    - **European projects and initiatives**

**A cross analysis of the GP has been developed to give an answer to the following questions:**

- Common challenges and success
- Transferability of GP
- Solutions for the same issue
- Particularly interesting or innovative practices
- Interesting or innovative results
- Core pre-requisites for successful implementation
- Synergies among the Projects
- Specific recommendations

✓ **The final product includes**

✓ **‘Policy recommendations’ to stakeholders**

## Two main objectives in most Projects:

1. Increase modal share for public transport
  - better quality of service
  - promote intermodality between private cars/public transport
  - alternative and less impacting modes (biking, walking, car, and bike
  - sharing, car-pooling,...)
  - new attitude and behaviour towards the mobility models
2. Enrich the planning capabilities of Local Administrations
  - embed the concept of sustainability into mobility plans;
  - integrate the concept of land use and mobility in urban planning
  - integrate the planning actions of different administrative bodies;
  - exploit all the potential of the several transport modes in a unitary perspective

..... but these common challenges are faced in very diversified ways ..... as the diversifications of the GP / policies by topics shows

We could say that :


*“ the more we go from the planning level to the application level, the more problems are diversified but the solutions to the same kind of problems are similar”*

- *Planning level : a few problems very similar ; solutions influenced by a wide range of complex factors*
- *Application level : many problems, but similar solutions mainly based on technologies available on the market and widespread methodologies*

The most important level for cross fertilisation and learning through the Projects is on methodologies and policies - planning



## Mapping of Good Practices per TOPIC

		CATCH	CAPRICE	MMOVE	FLIPPER	PIMMS CAPITAL	PIMMS TRANSFER
1	TRANSPORT AND LAND USE PLANNING	Green	Green	Green	Grey	Grey	Grey
2	REGIONAL TRANSPORT AUTHORITIES	Green	Green	Grey	Grey	Light Green	Grey
3	FINANCING PUBLIC TRANSPORT	Green	Green	Grey	Grey	Grey	Grey
4	ENCOURAGING THE USE OF PUBLIC AND SHARED TRANSPORT	Green	Green	Green	Light Green	Light Green	Light Green
5	MOBILITY MANAGEMENT	Grey	Grey	Green	Light Green	Light Green	Light Green
6	ITS – INTELLIGENT TRANSPORT SYSTEMS	Grey	Grey	Green	Light Green	Light Green	Light Green
7	ACCESSIBLE TRANSPORT	Grey	Green	Green	Grey	Grey	Light Green
8	ENCOURAGING LOW EMISSION TRANSPORTS	Grey	Green	Green	Light Green	Light Green	Grey
9	SUSTAINABLE TRANSPORT AWARENESS CAMPAIGNS	Grey	Green	Green	Light Green	Grey	Light Green
		4	7	7	5	6	5



## **It's meaningful the fact that the most important successes declared by the projects are related to “not tangible” benefits:**

- A significant growth in the professional skills of everyone who participated in the Projects through the acquisition of specific knowledge and through networking with other professionals and politicians;
- An opportunity to extend and qualify the debate about policies and strategic issues in the Regions;
- A growth in the awareness level of the possible solutions to Regional and local problems.

## Many GPs/policies have a significant transfer potential but

***“the transfer process is complex as .....”***

- *it's heavily related to local conditions (and often the more the potential impact is high the more these constraints are heavy, as linked to social conditions)*
- *it requires a comprehensive “feasibility analysis” and a detailed design phase which requires high professional skills*
- *often financial resources are required*
- *must be supported by a strong political commitment to overcome difficulties and resistance*
- *must be often supported by communication strategies to achieve consensus.*



## But the transfer process can be helped by the Projects through:

### ➤ *Transferability analysis to point out:*

- *Aspects that could be improved by the application of the GP/policy*
- *Possibility to generalise the adopted GP/policy*
- *Pre-conditions for applying a certain GP/policy*
- *Factors strongly related to local conditions*
- *Elements representing the core of the GP/policy and can't be modified*
- *Resources and support actions required to replicate the GP/policy*
- *Description of the problems arisen and how they have been solved*
- *etc.*

## ➤ *Impact analysis*

- *Description of the benefits obtained by the implementation of the GP/policy in qualitative and quantitative terms*
- *Assessment of a methodology to evaluate the potential impact coming from the implementation of the GP/policy in a different environment*

## Mapping of Good Practices with Transferability potential

Drivers		CATCH	CAPRICE	MMOVE	FLIPPER	PIMMS CAPITAL	PIMMS TRANSFER	TOTAL	
Number of Partners		12	5	13	12	17	14	73	
Number of Good Practices	absolute value	12	15	30	17	12	8	94	
	%	12,8	16,0	31,9	18,1	12,8	8,5	100	
Number of GP/ Partner		Average	1	3	2,3	1,4	0,7	0,6	1,3
😊😊	absolute value	3	2	13	5	8	3	34	
	%	25	13	43	30	60	38		
😊	absolute value	2	7	15	8	4	4	40	
	%	17	47	50	47	33	50		
😊😊 + 😊	absolute value	5	9	28	13	12	7	74	
	%	43	60	93	77	100	88		
👍	manuals, guidebooks etc.	1	1	5	0	3	2	12	
©	potential transfer instruments	0	3	0	3	0	0	6	

**The main goal is not cutting edge innovation, but:**

- **the spread of the GPs and most effective policies all over Europe**
- **to support in this way a homogenization process among the different European realities toward a higher level**
- **to set up a strong and enduring framework of European Regional cooperation**

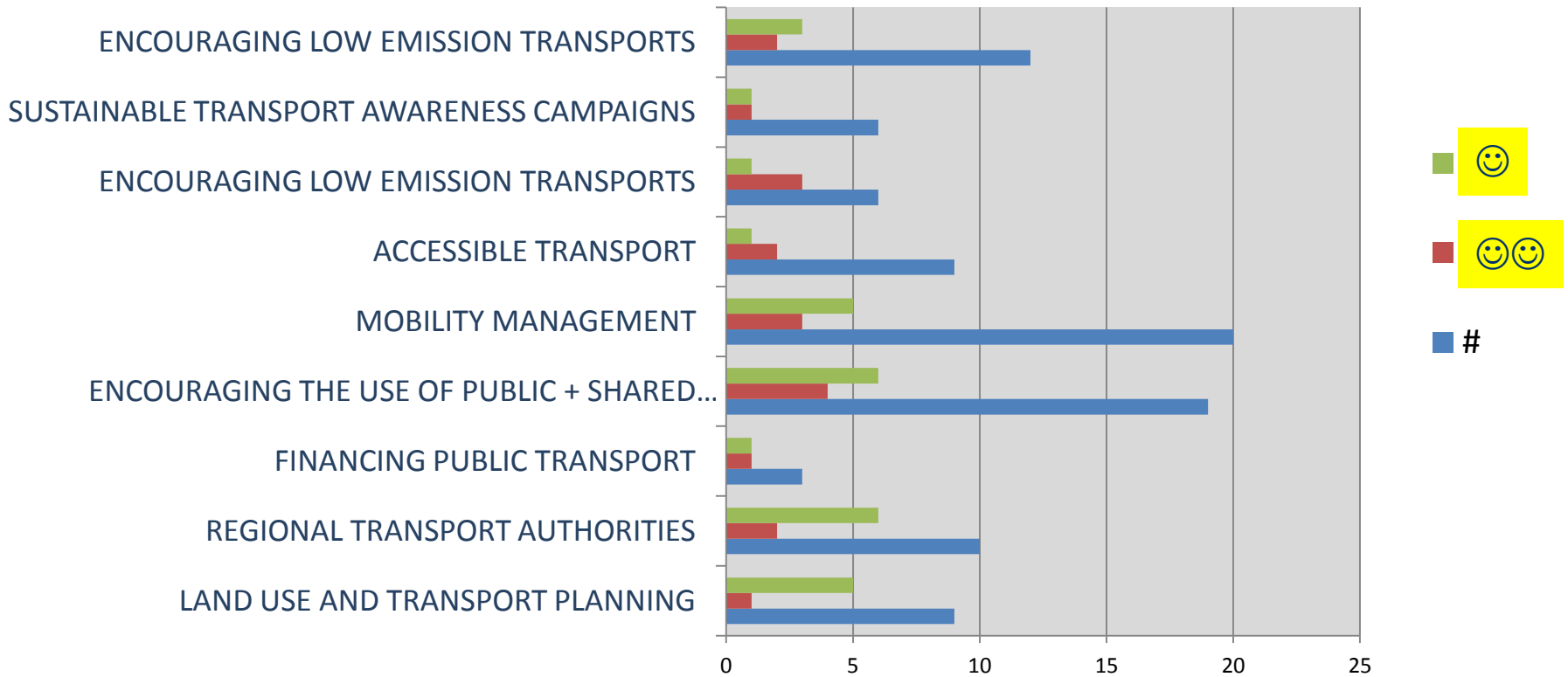
**So “innovation” should be conceived as related to the local level more than in an absolute way as a strong contribution to the above mentioned objectives can only be given by a wide diffusion of relatively well consolidated tools more than a limited experimentation.**

**Innovation often lies not in technologies or methodologies, but  
..... *in their original applications defining the specific  
solution.***

**Of course any specific innovative solution is a mix of  
organisation, technology, communication, sometime legislation,  
application expedients, etc.**

**For this reason the “portability” of these innovation elements  
must be carefully evaluated.**

## interesting/ innovative practices per TOPIC





**They can be very different from case to case, but if we speak from a high-level point of view we can say that they may consist in:**

- **Availability of a Regional “master plan for mobility” which should constitute the unitary framework in which all the GPs / policies should be framed**
- **Political commitment**
- **Availability of adequate financial resources**

**If we go to analyse specific GPs, the pre-requisites can vary significantly and we can say that not always the Projects devote sufficient efforts to point out the pre-requisite for the implementation**

**Synergies among the projects are often possible and could lead to significant improvements of the potential of diffusion.**

**The limits to the full exploitation of this possibility are due to:**

- no specific action of this kind is foreseen by the Program and no specific effort is allocated by the Projects**
- the process of selection of the GPs is often limited within the circle of the Project Regions and/or partners so that synergies outside can't be easily seen**

**If we refer not only to Interreg Projects but to general European Projects, an additional element should be mentioned**

- the Projects not always carry out a careful analysis of the specific application state of the art which could give information in this sense.**

**They mainly come from the problems above mentioned.**

- **The Good Practices selection process should take into account (as some of the projects do) a wider environment, to ensure a higher “quality” of the selected cases and to promote innovation.**
- **When selecting the Good Practices, an analysis (even if synthetic) of their relationship with the state-of-the-art (in the above mentioned sense) of the specific applications should be carried out.**
- **The projects should focus their attention on a limited number of significant Good Practices and carrying out an accurate transferability analysis on them.**
- **The potential impact of the different Good Practices is very different from time to time. An evaluation of the potential impact of the selected Good Practices is important to push their adoption.**

## **Sustainable and integrated planning approach: land use and transports**

- ✓ **Integration of transport in the framework of the general land use planning**
- ✓ **New settlements or important new developments must be designed taking into account the transport systems**
- ✓ **Non-conventional transport ways must be developed and related to the proper land environment**
- ✓ **This approach has to be pursued over a long-time period through a convergence process between different political and social positions**
- ✓ **It is important the strength the role of SUMP as a way of tackling transport-related problems in urban areas more efficiently and to balance the social, economic, and environmental dimensions.**
- ✓ **The reduction of mobility needs is a key-contribution to a more sustainable mobility.**

## Integration in the framework of urban mobility

- ✓ **Urban mobility must be conceived and managed as a whole**
- ✓ **Provide an integrated approach to urban transport planning**
- ✓ **Traditional mass transit systems are not always the solution to all the problems, even in the large cities**
- ✓ **Congestion and pollution are not the only problems related to the excessive number of cars. Occupation of public space by cars is of paramount importance as well.**
- ✓ **Mobility management can provide useful tools and solutions to complement traditional public transport services with innovative more flexible and sustainable solutions.**

## Internalising external costs

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## Public awareness and promotion

- ✓ **Promotion can be costly, but several formats can be adopted, even involving ‘active citizenship’ initiatives to limit cost and maximise the results**
- ✓ **The involvement of private partnership in this kind of activities is very important**

## Public transport

- ✓ **Public Transport must be the focus of attention of urban planners and policy-makers, and must be:**
  - Really compliant to the mobility needs and able to follow its changes;
  - Flexible and integrated with other forms of mobility;
  - Provide an 'integrated network' both physically and in its services;
  - Efficient to maintain a high quality standards in the face of increasing costs.
- ✓ **The availability of economic resources can be reached through a balanced mix of different ingredients:**
  - Specific resources coming from taxation (possibly specific);
  - Internalisation of external costs for balancing the marginal cost of the use of cars and part of the costs supported by the public transport users;
  - Efficiency for reducing (or at least reducing the increase of) the unitary cost of the supplied service;
  - Promote and build confidence and a positive image of public transport among the citizens.



## ITS

- ✓ **To support the use of open standard specifications and implementation tools with an active involvement of European institutions.**
- ✓ **To support the adoption of standards at different levels, to ensure interoperability of the different services across Europe and Regional territories.**
- ✓ **To define rules to market new services (i.e. Floating car data, infomobility, etc.) considering the possibility for the Public Administrations to access and use these data for the purpose of traffic monitoring and control.**
- ✓ **To foster the cooperation automotive electronic systems producers and ITS market operators at the European level, (integration of on-board electronics with ITS functions).**
- ✓ **To make an effort to adapt the legislation to the fast growth of ITS applications and overcome the national differences.**

Thank you for tolerance !!!

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