Sustainable transport

How can sustainable transport drive regional economic development?

POLICY PAPER

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Thematic capitalisation

Over the last seven years the INTERREG IVC programme has been enabling public institutions all over Europe – over 2000 in total – to 'learn through cooperation' across 204 different interregional projects aimed at improving regional policies.

In June 2012, the programme commissioned a team of thematic experts to analyse, benchmark, and capitalise on the wealth of knowledge generated by projects working on similar regional development issues. Altogether, 12 policy themes, ranging from innovation to the environment, have been covered. 12 reports are now available detailing the insights and lessons from this capitalisation process for the benefit of all regions across Europe.

This policy paper distils the essential findings of the report into a 'ready-to-use' tool to convince policymakers of not only the need for change, but exactly what change is required.

INTERREG IVC

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Recommendations: a passport to improve sustainable transport

• Your consideration for sustainable transport at the regional scale is part of a continent-wide trend. Do not reinvent the wheel: learn from the experience of peers in other regions.

• Think locally, act globally: be aware of your region's specific needs and opportunities, but never think that one good practice can make regional transport sustainable.

• Have a regional transport authority fully included in all land use planning processes that provides a stimulating and supportive framework for public transport operators and other stakeholders.

• Provide an integrated approach to transport: in the planning and operational stages, consider all modes of transport. Go beyond the conventional public transport systems, gain knowledge on shared, walking/cycling and other smart modes.

• Build on citizens' and businesses' own strong involvement in anything pertaining to their own mobility and develop policies that help people solve their daily transport challenges. Participation is a hint for success!

• Develop a smart budgeting strategy. Do more with less! Budgets are the measure of all policy: do not expect to build a sustainable transport system while the larger part of the budget is attributed to car-orientated infrastructures.

Regional diversity and common transport challenges

Regions exist in all shapes and sizes in Europe. They are largely defined by physical features of the territory, cultural markers, historic evolution, and, last but not least, transport systems.

Whatever the political and administrative structure within a region, whatever their size and shape, their common challenge is that they will only function and develop their potential if they succeed in organising transport in a pragmatic and coherent way and produce exactly the transport infrastructures and services that the region's society and economy require.

INTERREG IVC Interregional cooperation on transport issues

Over the last century, transportation has become a paradox in regional growth strategies. 'The more motorised transport the better' was the rule for many decades. But this rule has shown its limits – in particular regarding sustainable development. The real challenge is to provide maximum internal mobility while reducing the amount of expenses, required to achieve this goal. Regional innovation and a change of mind-sets is the clue!

While in many fields regions compete with each other for resources, we find in the field of sustainable transport policy more opportunities to share resources: **material resources**, such as inter-regional transport networks that provide territorial cohesion only if several regions benefit simultaneously; or **immaterial resources**, such as shared experiences, cross-fertilisation and common innovation. In sum, exchange of good practice as a learning process: another smart step toward smart mobility.

- **Land use and sustainable transport planning**

The sustainability challenges we are facing today are largely the result of failure to plan and balance land use and transport policies at the regional scale, with the appropriate participatory planning institutions and techniques.

Project CATCH_MR: Cooperative approaches to transport challenges in Metropolitan Regions

- **Internalisation of external costs**

Failing to consider external costs such as environmental liabilities or social cohesion has had significant economic and social consequences, resulting in an exponential increase of transport demand, stimulated by very costly provision of transport infrastructure and services. Today, public authorities are exploring the tools that account for the full costs of transportation and reconnect land use and transport planning in a more efficient, coherent policy.

Project ECOTALE: External Costs of Transport and Land Equalisation

- **Integration in the framework of urban mobility**

Even in more rural parts of our regions, many issues are becoming increasingly 'urban', be it through the extension of cities, their halo of urban sprawl and, ironically, the periodic invasion of rural spaces by urban dwellers in need for rural authenticity. Many techniques and services that have been developed in the context of 'urban mobility' now need to be extrapolated and adapted to the entire regional system.

Project CAPRICE: Capital Regions Integrating Collective transport for increased energy Efficiency
Project MMOVE: Mobility Management over Europe
D'AIR: Decarbonated Airport Regions project

- **Public, shared and active transport**

Public transport is one important part of the problem, as much as the solution. The paramount responsibility of public authorities in every step of its implementation - from planning through internal or external procurement to the guarantee of satisfactory operating conditions - is clear, but rarely fully understood and managed in an effective way.

Project EPTA- European model for Public Transport Authority

- **ITS – Intelligent Transport Systems**

ITS has become the shorthand for electronic technologies for traffic management and user information. This is of course slightly abusive, as all other issues mentioned above must also be addressed intelligently, by humans rather than computers. However, it appears that while electronic tools are already astonishingly intelligent, our policies are still generally not using them in an equally intelligent and efficient manner.

Projects POSSE: Promotion Open Specification and Standards in Europe
Projects RITS-NET: Regions for Intelligent Transport Solutions Network

Policy sharing, policy learning

22 May 2014, Brussels

A day of learning about the latest policy trends and best practices available from all around Europe in 12 topics

- Innovation systems
- Innovation capacity of SMEs
- Eco-innovation
- Creative industries
- Entrepreneurship
- E-government services
- Demographic change
- Rural development
- Climate change
- Energy efficiency
- Renewable energy
- Sustainable transport

This **one-day event** will showcase policy recommendations and lessons learnt resulting from the thematic analysis of the projects.

Thematic specialists and practitioners will present the knowledge acquired through interregional cooperation and discuss the latest policy trends and common challenges identified in European regions.

Interactive workshops and networking opportunities will allow those involved in policymaking to share ideas, get inspired and make new contacts for the future.

Whether you work for a local municipality, regional authority or national ministry; regional agency or European association…as long as you are involved in the policy process, you are welcome to come and share your experiences and leave with good practices you might like to try at home.

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