

CHARTER FOR SUSTAINABLE REGIONAL MOBILITY IN THE ALPS

elaborated in the framework of the Interreg III B Alpine Space project
“MOBILALP”, Work Package 7,
and on the basis of the Closing Document of the European Expert Conference
“Environmentally Friendly Travelling in Europe”



INTRODUCTION

The Interreg III B Alpine Space project MOBILALP was one of the good practice examples of sustainable mobility measures in the fields of environment, transport and tourism. The range extended from trans-sectoral traffic calming measures, the improvement of travel to and mobility in the holiday region by public transport, to the use of innovative transport technologies, awareness raising and mobility management.

Different mobility centres with public transport timetables, routing and ticketing services in combination with tourist and general information have been set up, some in form of a website others locally in combination with tourist centres. Their main focus is the improvement of the information and service about the public transportation connected with tourist attraction and activities. In addition local info-points as well as network-cards for tourists that include the free use of the local public transport system have been implemented. Further new bus-lines and innovative transport offers, like demand-oriented buses, combination tickets and electric vehicles have been installed, also in the light of the connection between the (cross-border) long distance passenger transport to the Alpine Region and the regional local mobility offer. For a better understanding and acceptance by tourists and the local population all activities have been accompanied by various kinds of public awareness activities.¹ Some concrete examples from MOBILALP are enclosed in the annex 1.

Led by the Conseil Général de la Haute-Savoie as Lead Partner and the Austrian Federal Ministry for Agriculture and Forestry, Environment and Water Management as work package responsible, the Mobilalp partners combined the results and the knowledge they gained from their work on sustainable mobility with the findings of the European Expert Conference. The European Expert Conference, “Environmentally Friendly Travelling in Europe - Challenges and Innovations Facing Environment, Transport and Tourism“, took place on 30 and 31 January 2006 in Vienna, in the framework of MOBILALP, mounted by the Federal Ministry of Agriculture, Forestry, Environment and Water Management, the Federal Ministry for Transport, Innovation and Technology and the Federal Ministry

¹ For further information please have a look at the project’s website www.mobilalp.eu

of Economics and Labour within the framework of the Austrian EU-Presidency and the Austrian Presidency of the Alpine Convention. The recommendations are enclosed in the annex 2.

Sustainable mobility contributes to the implementation of the ALPINE CONVENTION and its protocols as well as to the implementation of economic, environmental and social objectives of EU policy.

Successful model projects in the partner's territories brought positive experiences and showed that local economies in Alpine regions benefit from sustainable mobility and the Alpine population as well as the tourists achieve freedom of choice for their means of transport.

At European level complementary projects have been successfully realised, e.g. "Alps Mobility 2 – Alpine Pearls", focussing on sustainable mobility of tourists and "Alpine Awareness", focussing on awareness raising projects for sustainable mobility in the Alpine Region. At national level various mobility management projects focussing on sustainable mobility have been launched in the Alpine Region.

The principles of sustainable mobility and sustainable tourism need to be integrated into as many tourism products as possible, taking account of all the three pillars of sustainability, i.e. economy, ecology and social aspects. In the implementation of the following proposals, close cross-border co-operation between stakeholders in the sectors of environment, transport, tourism and administration and the communication of advantages of sustainable transport is a precondition for attaining improved products and problem solutions. Sustainable mobility is often connected with innovation and creativity and therefore needs special support for development and pilot project implementation as well as for the appliance of good practise in a broader scope.

Thus we would like to give the following recommendations for the planning, design and implementation of sustainable regional mobility throughout the Alps:

RECOMMENDATIONS FOR THE TRANSPORT SECTOR

The transport sector is a key sector, which provides the services to access the Alpine Region. The challenge is to provide custom oriented, sustainable and secured services in a sensitive area. The following recommendations are addressed to transport providers in the public as well as in the private sector.

- Transport providers shall guarantee easy accessibility in the Alpine Regions (Alpine cities and villages; rural areas) by a regional suitable public transport solution (railway, bus, ship, on-demand-taxis, etc.) all year long.
- Transport providers shall upgrade and extend cross-border passenger transport through direct connections (railway and bus) to scheduled transport, including attractive special package offers combining public transport with soft-mobility ways of transportation. The objective is the supply of a continuous transport chain of different transport systems from the tourists' home to their holiday accommodation.
- Transport operators shall create strategic partnerships with the tourism industry, the tourism destinations and the places of origin. For setting up jointly attractive, environmentally friendly products, inclusive a door-to-door mobility guarantee for the user, the collaboration and the construction of partnerships between mobility systems and tourist systems is essential.
- Transport providers shall create consumer-friendly products with integrated tariff-systems, including all means of public transport, for a better access to the entire environmentally friendly transport system.
- Transport providers shall offer combination-tickets, which include the public transport ticket as well as the one for the planned activity (ski-lift, exhibition, recreation area, event, fair,..)
- Transport providers shall guarantee (also for inter-modal travel chain) the provision for a consistent transport of luggage and of sports'/children's equipment from home to accommodation in an attractive frequency.
- Transport providers shall guarantee the necessary safety measures for the passengers, inclusive for children in all ages.
- Transport provider shall provide high quality services, e.g. comfortable and convenient vehicles and personal services.
- Transport providers shall eliminate consumer-unfriendly institutional and technical barriers to cross-border rail and bus passenger transport.

- Transport providers shall provide easy accessible, visible and understandable customer information and offers. The network and the transportation system must be immediately understandable.
- Transport providers shall use new information and communication technologies for the public transport service to optimise customer information in form of virtual information/planning systems (Internet) and mobility centres, with a view to stimulate the demand.
- Transport providers shall work on the standardisation of timetable information systems and their consistent integration in virtual information systems (together with administration and policy makers) to improve the communication within the mobility sector. The presentation of public transportation signs, stops and the timetable information system shall be standardised to be better understandable and recognisable for all user.
- Transport providers shall sensitise both visitors and the local population and create incentives for the increased use of public transport.
- Transport providers shall use vehicles with environmental friendly technologies.

RECOMMENDATIONS TO REGIONS

Tourism destination and regions have the main influence on the image of the tourism offer, by using their means of (spatial) planning and supporting the sustainable regional development through networks of local stakeholders. Of overall importance is their focus on mobility within the region and the consistent linkage to the intra-regional and cross-border mobility. The following recommendations are addressed to tourism destination and regions, recreation areas and communities in general.

- Regions shall take advantage of mobility management measures, like traffic-calming and car-free zones, local demand-oriented public transportation systems as well as human powered mobility.
- Regions shall develop a sustainable mobility net (public transport, non motorised transport) in order to meet the demand of the inhabitants as well as those of the tourists.
- It'd be desirable that regions and villages introduce limitations on private vehicle traffic in environmentally sensitive and valuable areas, like in the heads of valleys, within their normative competence.
- Regions shall create strategic partnerships with the transport enterprises, the tourism industry and the places of origin. For setting up jointly attractive, environmentally friendly products, inclusive a

door-to-door mobility guarantee for the user, the collaboration and the construction of partnerships between mobility systems and tourist systems is essential.

- Regions shall integrate environmental requirements and criteria of sustainable tourism as well as the promotion of environmentally friendly transport modes in the regions and in the origin/destination transport chain into the tourism and travel concepts, policies and marketing strategies of all destinations.
- Persons responsible shall develop and promote co-operation between destinations specially dedicated to sustainable development with a focus on soft mobility and sustainable lifestyle values, such as the Alpine Pearls² initiative.
- Regions and villages shall take account of soft-mobility issues in tourism marketing and in the marketing of destinations (quality of travel experience, event-character or advantages of soft mobility ...).
- Regions shall sensitive visitors and create incentives for the increased use of public transport.

RECOMMENDATIONS FOR THE TOURISM INDUSTRY

To secure the economic benefits the tourism industry needs future proof concepts to create a unique selling position and attract tourists, which show more and more sustainable consumers behaviour. Environmentally friendly mobility is an essential part of promising tourism strategies for the future. The following recommendations are addressed to stakeholder in the tourism industry, e.g. tour operators, regional and local tourism industry.

- Tourism industry shall develop integrated packages including door-to-door offers based on sustainable mobility
- Tourism industry shall integrate and highlight sustainable tourism offers within the marketing tool as websites, brochures and fairs to promote initiatives that raise awareness of sustainable mobility. Public Transportation and sustainable mobility should be seen and marketed as an approach for an all-embracing experience.
- Tourism industry shall integrate the topic of sustainable mobility into tourism related education and trainings and implement measures of awareness raising for employers and employees in tourism.

² For further information please have a look at the website www.alpine-pearls.com

- Sustainable transport shall be promoted also in the origin countries, as measures at the destination alone are not sufficient to reduce the environmental impact of transport.

RECOMMENDATIONS TO POLICY MAKERS AND THE ADMINISTRATION

Policy makers and representatives of the administration have a role model function to other stakeholders. They can create essential framework conditions for the development and implementation of environmentally friendly mobility measures. The following recommendations are addressed to local, regional and national public administration and policy makers.

- Policy-makers of all levels shall guarantee and support the basic requirements for public transport systems in the regions for both the local population and for tourists. Alpine cities and villages shall be accessible by a regional suitable public transport solution (railway, bus, ship, on-demand-taxis,..) all year long.
- Policymakers makers of all, but especially at national and EU- level shall eliminate consumer-unfriendly institutional and technical barriers to cross-border rail and bus passenger transport.
- Policymakers shall enable the provision of all timetable information for cross-border and international information systems
- National policy makers and the administration shall work on the standardisation of timetable information systems and their consistent integration in virtual information systems (together with Transport providers) to improve the communication within the mobility sector. The presentation of public transportation signs, stops and the timetable information system shall be standardised to be better understandable and recognisable for all user.
- It'd be desirable that policy-makers of all levels and the administration are aware of the examples they are setting and use public transport for business trips or environmentally-friendly vehicle technologies.
- Policy-makers and the administration shall involve and co-ordinate the planning process of public transportation with the local actors on different levels (tourist, technical, environmental, political stakeholder) as well as young people as good multiplier.
- Policy-makers and the administration shall support environmentally friendly mobility management in tourism and leisure by means of promotion, know-how exchange, networking, financial supporting systems and other tools.

- Policy-makers and the administration shall inform of e.g. the promotion of the use of environmentally sound vehicle technologies and fuels, particularly fuels derived from renewable energies (e.g. biogas) and further tighten the emission standards for vehicles powered by combustion engines (e.g. EURO 5, 6).
- Policy-makers and the administration shall promote increased use of new transport technologies, such as efficient alternative propulsion, environmentally friendly fuels and vehicle technologies. Those demands should be part of all public procurement guidelines and call for tenders.
- Policy-makers and the administration shall integrate sustainable tourism and soft mobility issues into all forms of tourism- and mobility-related education and life-long learning initiatives.
- National policy makers and the administration shall ensure for the evaluation of new transport offers and systems in terms of quantity and quality (especially for seasonal operations) a long-termed test phase of minimum three years is necessary and shall be binding.
- Policy makers and the administration shall present the region with a better development and offer of public transportation systems as a main advantage (a high share of the population has no access to an own car; the limitation of only one transport system/mode is vulnerable). The slogan “Free choice of mobility” could transport this message.
- The administration shall guarantee easy accessibility of Alpine cities and villages by public transport (railway, bus and ship) in all seasons.
- The administration shall integrate environmental requirements and criteria of sustainable tourism as well as the promotion of environmentally friendly transport modes in the regions and in the origin/destination transport chain into the tourism and travel concepts, policies and marketing strategies of all destinations
- The administration shall support mobility management for destinations (Alpine villages and cities) in form of e.g. traffic-calming and car-free zones, local demand-oriented public transport systems as well as human-powered mobility).
- The administration shall sensitise both, visitors and the local population and create incentives for the increased use of public transport.
- The administration shall encourage and support annual reports on sustainability for all transport companies.

Facing similar issues throughout the Alpine Space, the MOBILALP partners developed a more sustainable and coherent mobility through common analyses and experience sharing. The networking was all the more fruitful since the partners have different experiences and perspectives on the subject as well as different cooperation backgrounds. This cooperation will exceed MOBILALP since most project partners are committing themselves in a new European project on mobility issue called EASY ACCESS.

Due to the fact that environmental impacts are enhanced by the special topography, the climate conditions and the restricted living space, instruments such as the Alpine Convention and the Carpathian Convention have already highlighted the specific needs and proposed measures for sustainable development. The pertinent implementation procedures shall serve as a model at international and global level. However, each mountain region shall work out its own type of political contract based on the prevailing conditions and making a special allowance for an integrated approach to transport/tourism.

The EU-Commission and the member states should ratify the Transport Protocol of the Alpine Convention. All parties should show increased efforts on its implementation and development.

ANNEX I

Examples from the project MOBILALP

AUSTRIAN PARTNERS

ALPINE FLYERS

CONTRACTING AUTHORITY: Community of Werfenweng, Land Salzburg

OBJECTS: In Werfenweng the community's rental service of soft means of transportation has been supplemented with electric bicycles- so called 'Alpine Flyers'. On the one side they are a soft way of transportation within the region as an alternative to the car. On the other side they are also a part of the 'Alpine Pearls' network. Used as an alternative connection with close by member regions, like the German 'Pearls' Bad Reichenhall and Berchtesgarden, which have the same offer.

PROSPECT: Common strategies with other Pearls will force the exchange of the single regions and raise the profile these alternative means of transportation as well as the regions' one.

EDUCATION: Local alternative means of transports are essential for car-free vacation. The better the offer and the wider spread the marketing, the bigger will be the success.

XEISMOBIL HOMEPAGE AND INTERACTIVE MAP - WWW.XEISMOBIL.AT

CONTRACTING AUTHORITY: Land Steiermark, REVE, BMVIT, BMLFUW

OBJECTS: Presentation of public traffic information connected with all local infrastructure in a most simple way. An interactive map shows various information about local points of interests (POI) and timetable information of the public transport system as well as tourist signatures like hiking and biking lanes. For a better impression the region can be seen in a three dimensional way.

EDUCATION: The easier the way of presentation and use and the more information is integrated the bigger is the use and interest by the people.

XEISMOBIL MOBILITY CENTER - NETWORK

CONTRACTING AUTHORITY: Land Steiermark, REVE

OBJECTS: Four local tourism offices have been upgraded to mobility centres and connected with the already existing mobility centre in Graz. Under one common telephone number timetable information are offered, as well as organisational services like bike rental and the arrangement of flexible services are organised

PROSPECT: Extension of this network all over Styria and in the future in Austria or even further.

XEISMOBIL SCHOOL PROJECTS

CONTRACTING AUTHORITY: Land Steiermark, REVE, BMVIT, BMLFUW

Objects: Several school projects were initiated, like for the development of the Xeis mascot or the XEISMOBIL bus stops.

EDUCATION: Because of the dynamic of the youth and as good multipliers of the project ideas, is very important to involve the future generation.

XEISMOBIL CARD

CONTRACTING AUTHORITY: Land Steiermark, REVE, BMVIT, BMLFUW

OBJECT: The card is to be implemented in form of a coupon booklet, in which the respective host records and confirms the guest's data and can be used as ticket for public traffic within the region.

Also advantages with attractions, enterprises and activities are presented which can be taken up with coupons from this booklet.

PROSPECT: The guest card creates strong incentives for the use of public traffic. Further it is used as an instrument for strong customer loyalty and shall increase the re-attendance intention.

FRENCH PARTNER

MOBILALP ARAVAIS

CONTRACTING AUTHORITY: Conseil Général de la Haute-Savoie

OBJECT: Conception of combination tickets which include the public transport ticket as well as the one for ski-lift in a very attractive price. The service works all the week-ends from January to March to avoid traffic jams, parking problems and excessive pollution in the resorts.

EDUCATION: It is essential to elaborate strategic partnerships with the public administration and private companies such as ski and transport ones.

BALAD' AULPS BUS

CONTRACTING AUTHORITY: Conseil Général de la Haute-Savoie

OBJECT: Connect all villages in the Aulps Valley (Haute-Savoie), interesting points and resorts together with an attractive bus service in order to be an alternative to private car. The service works in summer and winter tourist periods.

EDUCATION: This experiment shows that the offer creates demand for public transport, and makes it possible to carry out a true modal transfer and/or to improve the mobility of the population. The success met with inhabitants and tourists is an encouragement and invites to go on with this service to durably install it in the practices.

COLOMBUS

CONTRACTING AUTHORITY: Conseil Général de la Haute-Savoie

OBJECT: Shuttle circulating in the Abondance valley with the following principles: timetabled service, 1€ the ride, decorated bus and dynamic marketing. The service works in summer and winter tourist periods.

EDUCATION: ColomBus proved that a shuttle in summer and winter seasons could convince the local population and open new spaces of discovering for tourists

MOBILITY CENTERS - WWW.MOBILALP.FR/HAUTCHABLAIS/FR/

CONTRACTING AUTHORITY: Haut Chamblais OBJECTS: The Internet site gathers all the bonds necessary to prepare its voyage to come by public transport in the Haut-Chablais (valleys of Abondance and Aulps) or to move inside the territory.

PROSPECTS: The setting on line of the mobility centre of Haute-Savoie which will ensure transport information should involve a reorientation of the mobility centre of Haut-Chablais towards tourist mobility and environmental sensitising.

MOBILITY CENTERS - WWW.MOUV-ARAVIS.COM

CONTRACTING AUTHORITY: Syndicat Intercommunal du Massif des Avaris

OBJECTS: The SIMA achieved several objectives for developing accessibility to our territory for tourists and local people: providing information about the different way to reach the Aravis in public transport or to move within the villages, allowing multi-modal information (direct information or links

with other websites), giving the possibility to book and buy bus tickets to the Aravis from the main city of the Region Rhône Alpes, promoting sustainable mobility.

PROSPECT: The next step of this project will aim at adding a car pooling module inside the mobility centre. This module will be directly accessible through the website.

ITALIAN PARTNERS

MOBILITY CENTRAL

CONTRACTING AUTHORITY: Autonomous Friuli Venezia Giulia Region, by its operative actuator, TurismoFVG agency

OBJECT: By the creation of the mobility central in Tolmezzo, FVG offers the tourists and local people a place on the territory and also an internet website where tourist and local people can find and traffic information about the different ways to reach Carnia by public transports or to move within the villages and about baggage transport services.

It's also possible to control all the major Italian railway lines (from south and west Italy to Autonomous Friuli Venezia Giulia Region and Carnia area), linked with the Austrian railway - Villach's rail station and to look about the weather forecasts.

In this way FVG and TurismoFVG also promote sustainable mobility and allow multi-modal information by direct information and web links or press agencies and advertising activities.

EDUCATION: Exchanging a lot of operative experiences for the developing of mobility centre and building up a common promotion of mobility centres (press meetings) was the added value reached by FVG in the Mobilalp project. Now, on the basis of mobility centres' creation, it'll be possible to create a transnational link between the mobility centres of different countries and to develop integrated travel solutions.

ALLÔBUS

CONTRACTING AUTHORITY: Citta' di Aosta e Regione Autonoma Valle d'Aosta

OBJECT: make public transport services more flexible and therefore more attractive in low-populated areas of the Aosta hills, by using an on-call service. After a six-month trial period within the Mobilalp project, the experimentation has been extended to the year-end. This service allows: to have tailored runs upon booking or in real time; connections to hamlets not reached by regular bus service; direct connection among localities within the hilly areas, without crossing the city centre; no empty runs and no overlapping routes.

EDUCATION: It is essential to resolve the problems regarding the accessibility to the public transport service on call by some elder and hearing-impaired people.

PROSPECT: The service will be seeing again and will become permanent from 1^o January 2008.

AOSTA BIKE-TOURS

CONTRACTING AUTHORITY: AIAT (Azienda Informazione e Accoglienza Turistica) della Citta' di Aosta

OBJECT: Encourage visits to the city in an ecologically-friendly way, by creating a historical-cultural itinerary to be followed on bicycle equipped with satellite tracking system and a palm computer.

EDUCATION: Use of ITS (Intelligent Transport Systems) technology is essential for the Development of tourist-sustainable mobility.

INFORMATION SYSTEM FOR VISUALLY IMPAIRED

CONTRACTING AUTHORITY: SVAP Societa' Cooperativa

OBJECT: Facilitate access to public transport services for people who have difficulty seeing, with the following principles: Spoken announcements on board the bus of the next stop and spoken external announcement of the bus line and the direction as the bus approaches each stop.

Education: Use of ITS (Intelligent Transport Systems) technology is important to facilitate access to public transport services for people who have handicaps

FOR FURTHER INFORMATION PLEASE HAVE A LOOK AT THE PROJECT'S WEBSITE WWW.MOBILALP.EU

ANNEX II

European Expert Conference “Environmentally Friendly Travelling in Europe – Challenges and Innovations Facing Environment, Transport and Tourism.”

Final document (31 January 2006)

The European Expert Conference, “Environmentally Friendly Travelling in Europe. Challenges and Innovations Facing Environment, Transport and Tourism“, took place on 30 and 31 January 2006 in Vienna, mounted by the Federal Ministry of Agriculture, Forestry, Environment and Water Management, the Federal Ministry for Transport, Innovation and Technology and the Federal Ministry of Economics and Labour within the framework of the Austrian EU-Presidency and the Austrian Presidency of the Alpine Convention.

The conference focussed on good practice examples of soft mobility measures in the fields of environment, transport and tourism, including the EU projects, Alps Mobility II – Alpine Pearls, Alpine Awareness, Mobilalp, and Environmentally Sustainable Transport and Tourism in Sensitive Areas –Lake Neusiedl/Fertő-tó Region. As demonstrated by the award-winning projects in the European Contest held in conjunction with the Conference a number of local and regional entrepreneurial initiatives are already under way in Europe; the range extends from trans-sectoral traffic calming measures, the improvement of travel to and mobility in the holiday region by public transport, to the use of innovative transport technologies, awareness raising and mobility management.

The recommendations derived from the above-mentioned projects, the contest and the results of the conference need to be seen against the backdrop of the following political objectives in Europe:

- The March 2000 EU Lisbon Strategy of the European Council, targeting employment, economic reform and social cohesion;
- the “European Sustainable Development Strategy” (EU-SDS), June 2001;
- the “Kyoto-Protocol”, which came into force in February 2005;
- the Transport White Paper “European Transport Policy for 2010: Time to decide” of the European Commission, September 2001;



- the Communication of the European Commission, “Basic orientations for the sustainability of European tourism”, November 2003;
- the Sixth Environment Action Programme of the European Union
- the technology platforms ERRAC (European Rail Research Advisory Council) and ERTRAC (European Road Transport Research Advisory Council) set up at the initiative of the European Commission, 2001 and 2002;
- the Alpine Convention and its protocols.

Recommendations issued by the European Expert Conference

The principles of sustainable mobility and sustainable tourism need to be integrated into as many tourism products as possible, taking account of all the three pillars of sustainability, i.e. economy, ecology and social aspects.

In the implementation of the following proposals, close cooperation between stakeholders in the sectors of environment, transport, tourism and regional policy at destinations is a precondition for attaining improved products and problem solutions.

Recommendations to the transport sector:

- Guarantee the provision and funding of public transport in the regions for both the local population and for tourists.
- Guarantee easy accessibility of tourism destinations by public transport (railway, bus and ship) in all seasons.
- Upgrade and extend cross-border passenger transport through direct connections (railway – also considering the options offered by the liberalisation foreseen in the Third Railway Package – and bus) to scheduled transport, including attractive special package offers combining public transport with cycling.
- Create consumer-friendly products and integrated tariff-systems, including all means of public transport, to give better access to the entire environmentally friendly transport system.
- Create consumer-friendly logistic chains for smoother intermodal travel to and from destinations (including provisions for luggage transport).

- Eliminate consumer-unfriendly institutional and technical barriers to cross-border rail and bus passenger transport.
- Promote increased use of new transport technologies, such as efficient alternative propulsion, eco-friendly fuels and vehicle technologies.
- Use new information and communication technologies in public transport for optimum customer information, with a view to stimulating demand.

Recommendations to the tourism industry:

- Enhance integration and consider environmentally friendly mobility solutions when designing tourism products.
- Integrate environmentally friendly mobility into existing product labels – ecolabels.
- Develop attractive offerings and enhance implementation of measures with a view to extending the length of stay – thus counter-acting current trends and increasing year-round-tourism as far as possible.
- Promote initiatives that raise awareness of sustainable tourism and sustainable mobility.
- Consider soft mobility as a USP (Unique Selling Proposition) in the marketing of tourism products.

Recommendations to destinations:

- Develop strategies for regional sustainable development (e.g. Local Agenda 21) and sustainable tourism as well as measures for their implementation.
- Develop an easy-to-apply system for monitoring the status-quo and the ongoing process of sustainable development.
- Conduct research designed to improve socio-economic market surveys with a view to developing target-group-specific tourism products.
- Integrate environmental requirements and criteria of sustainable tourism as well as the promotion of environmentally friendly transport modes in the regions and in the origin/destination transport chain into the tourism and travel concepts, policies and marketing strategies of all destinations.



- Develop and promote cooperation between destinations specially dedicated to sustainable development with a focus on soft mobility and sustainable lifestyle values, such as the Alpine Pearls initiative.
- Mobility management for destinations (e.g. traffic-calming and car-free zones, local demand-oriented public transport systems as well as human-powered mobility).
- Establish an origin/destination service chain and create special products, taking into account car-free travel to and car-free stays at resorts.
- Sensitise visitors and create incentives for the increased use of public transport.
- Create strategic partnerships between tourism industry and transport enterprises, tourism destinations and places of origin, with a view to jointly launching attractive, environmentally friendly products, which give tourists a door-to-door mobility guarantee.
- Take account of soft-mobility issues in tourism marketing and in the marketing of destinations (quality of travel experience, event-character or advantages of soft mobility ...).

Recommendations to policy-makers and the administration:

- Take into account the principle of fair pricing in transport and internalise external costs as a contribution to fair competition between the different transport modes (road, rail, aviation).
- Set up a framework for enhancing the harmonisation and integration (e.g. technical standards, cross-border licences, user-friendly equipment and guiding systems, ...) of European public transport, in particular for railway systems, with a view to improving cross-border railway connections.
- Promote efforts with the objective of a Europe-wide, coordinated staggering of holiday periods.
- Gain reliable data on travel behaviour through appropriate amendments of tourism statistics.
- Consider environmentally friendly mobility in the forthcoming “Agenda 21 for European Tourism”.
- Support environmentally friendly mobility management in tourism and leisure, to promote the use of environmentally sound vehicle technologies and fuels, particularly fuels derived from renewable energies (e.g. bio fuels and biogas) and further tighten the emission standards for vehicles powered by combustion engines (e.g. EURO 5, 6).



- Create an appropriate instrument which enables the limitation of greenhouse gas emissions from air transport within the EU and between EU and third countries, taking into account the conclusions of the Environment Council of 02/12/2005; further enforce, at the international level the integration of climate-damaging emissions of international aviation into the Kyoto-Protocol.
- Promote innovative, application-oriented projects for the implementation of environmentally friendly transport concepts for leisure and tourism as well as targeted cooperation between the environment, transport and tourism sectors under the programmes of the Structural Funds (Interreg, Urban, Leader, Equal) and under national development programmes.
- Increase investment into research and development of innovative transport technologies under the 7th European Union Framework Programme for Research and Development, as well as into national research programmes, in order to pave the way for innovations and to realise an integrated, more environmentally friendly and more intelligent Europe-wide transport system.
- Develop and promote an award and a labelling system for destinations that is oriented towards sustainable development, including soft mobility and lifestyle values, such as the Alpine Pearls initiative, and examine the options of Europe-wide application.
- Promote existing labels for the successful placement of destinations on the tourism market and integrate criteria of sustainable tourism into the day-to-day business of successfully positioned destinations. Support the regular monitoring of destination branding and labelling and create the required databases.
- Integrate sustainable tourism and soft mobility issues into all forms of tourism-related education and life-long learning initiatives.

Recommendations to destinations facing special challenges

Many European countries, in particular the new member states and candidate countries as well as the South-East European and Balkan countries, still have untouched and environmentally sensitive areas which could provide a good starting point for the development of sustainable tourism.

Effective solutions in environmentally sensitive areas require cross-sectoral approaches.

In destinations facing special challenges the external costs of environmental impacts should be considered in pricing (e.g. surcharges), in order to allow cross-funding of sustainable mobility in these areas.

National and European funding instruments, such as the Structural Funds, should focus on the requirements of destinations facing special challenges and include soft mobility measures as well as



support cross-border and transnational activities.

The special challenges posed by the sensitivity of these areas should be communicated to tourists and to the local population in order to raise acceptance of specific protective measures.

Mountains:

- Due to the fact that environmental impacts are enhanced by the special topography, the climate conditions and the restricted living space, specific measures are required, particularly in transport. As measures at the destination alone may not be sufficient to reduce the environmental impact of transport, sustainable transport has to be promoted also in the source countries.
- Instruments such as the Alpine Convention and the Carpathian Convention have already highlighted the specific needs and proposed measures for sustainable development. The pertinent implementation procedures could serve as a model at international and global level. However, each mountain region must work out its own type of political contract based on the prevailing conditions and making a special allowance for an integrated approach to transport/tourism.
- Signing and ratification of the Transport Protocol of the Alpine Convention and subsequent increased efforts to ensure its implementation by the European Community and its Member States.

Wetlands:

- Since rivers and lakes divide as well as connect countries, a cross-country approach is called for.
- As the shores of rivers and lakes are usually flat areas, they have good potential for cycling; therefore package tours combining cycling with public transport (bus, rail, ship) should be promoted.
- Rivers and lakes need also to be considered as waterways. Therefore environmentally sustainable solutions for inland shipping and leisure and sport boating should be implemented, including the use of cleaner fuels and the renewal of the boat fleets as well as traffic restrictions in sensitive sections of lakes and rivers.

Urban areas:

- Leisure and tourism transport should be considered in the EU thematic strategy on urban environment and in its implementation.



- The EU thematic strategy on urban environment and its implementation should take into account the interaction between urban areas and their hinterland, focusing on leisure traffic flows of residents to recreation areas and the requirements for an environmentally sustainable origin/destination transport chain. Cooperation between urban areas and the recreation areas of their residents should be promoted in order to enforce sustainable leisure mobility.

Coastal areas:

- Induce a modal shift to coastal shipping, especially in areas with land use constraints and conflicts.
- Promote and increase the use of cleaner fuels for vessels as well as alternative propulsion and renewal of fleets.
- Adapt land use planning in coastal areas in order to protect these zones and prevent new heavy infrastructure.

The participants in the European Expert Conference, “Environmentally Friendly Travelling in Europe. Challenges and Innovations Facing Environment, Transport and Tourism”.

Vienna, January 2006





The charter for sustainable regional mobility in the Alps was approved on November 22, 2007 by all MOBILALP Project Partners:

Conseil Général de la Haute-Savoie
 Bundesministerium für Land-und Forstwirtschaft, Umwelt und Wasserwirtschaft (BMLFUW)
 Bundesministerium für Verkehr, Innovation und Technologie (BMVIT)
 Citta di Aosta
 Dolomiti Bus
 Gemeinde Werfenweng
 Land Salzburg
 Land Steiermark
 Regionaler Entwicklungsverband Eisnerz (REVE)
 Regione Friuli Venezia Giulia
 Region Autonome Vallée d’Aoste

On behalf of all the MOBILALP Project Partners, I approve the charter and the recommendations herewith.

Date: 22/11/2007

ERNEST NYCOLLIN

PRESIDENT OF THE CONSEIL GENERAL DE LA HAUTE-SAVOIE
 LEAD PARTNER OF MOBILALP

