



*Newsletter N° 2- June 2021*

## **ICARUS pilot projects: WHAT'S THE GOAL?**

ICARUS project partners have launched their pilot activities with the aim of providing sustainable intermodal connections between Italy and Croatia, ensuring better services for the citizens of the area. Thanks to this work, partners will be able to gather fresh data and results as background information to present to their local and regional authorities. Moreover, through the promotion of sustainable solutions, citizens will be more motivated in using more eco-friendly travel solutions.

The 8 pilot actions, each in its own way, have a common goal: to change mobility behaviors by educating people about sustainability-related issues and enhancing the sense of community as a consequence of the use of intermodal transport solutions and sharing mobility.

By doing so, ICARUS is creating conditions for innovation and for new citizens' behaviors. The local actions are supported by strong marketing campaigns with local events.

For more information visit our website and social networks:

<https://www.italy-croatia.eu/icarus>

<https://www.facebook.com/IcarusEUProject>

<https://twitter.com/IcarusProject2>

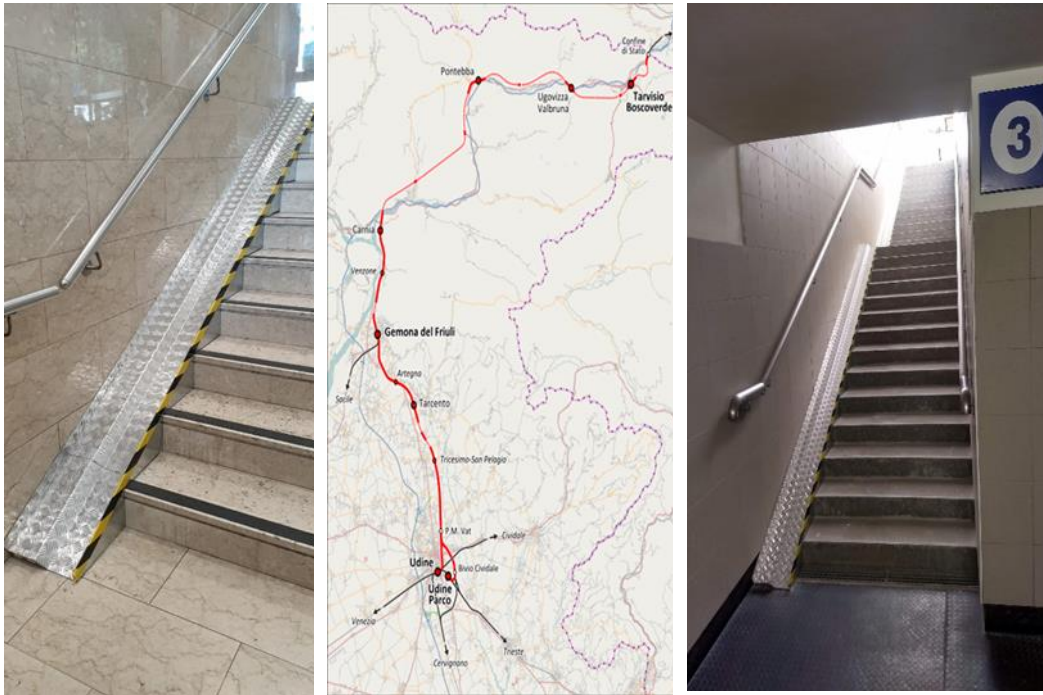
<https://www.linkedin.com/in/icarus-project-b83494183/>

## *What's the state of the art of the pilot actions?*

### **Achievements and prospects**

#### **Pilot action 1 - Intermodality bike-train development from hinterland to the coast in FVG to strengthen and link the CAAR (Alpe Adria) cyclepath performed by Friuli Venezia Giulia Region (FVG)**

Thanks to the ICARUS project, the Autonomous Region of Friuli Venezia Giulia (FVG), in agreement with Rete Ferroviaria Italiana (hereinafter RFI Spa, i.e. the Italian railway infrastructures' manager), equipped nine railway stations of Udine, Tricesimo, Tarcento, Artegna, Gemona, Venzone, Carnia, Pontebba and Ugovizza-Valbruna, with corrugated aluminium wheeling ramps along the access stairs to the platforms of the different stations. This way, cyclists can easily access the train by sliding their bicycle along the ramp and avoid carrying bikes on their shoulders.



RFI Spa started the works in June 2020 and completed the installation in November 2020. The need for such ramps was underlined by numerous cyclists traveling along the Alpe Adria Cycle Route. This new infrastructure allows all bicycle lovers to access the MICOTRA train (route Trieste-Udine-Villach) and reach the starting points or destination of their itineraries.

Thanks to project savings, the FVG Region provided the installation of additional wheeling ramps at the Udine station, ensuring the access to all train platforms. Ramps were also placed at the Gorizia station, another point of departure and arrival of the regional and cross-border cycling routes. The intervention represents a starting point of a region plan to enhance the interoperability of various means of transport to the benefit

of the environmental sustainability and tourism.

On 19th October 2020, the Councillor for Infrastructure of the FVG Region, together with the Mayor of Udine, officially presented the wheeling ramps located at the Udine station. During the event, FIAB (Italian Federation for Environment and Cycling) was able to test the new wheeling ramps to access the tracks.



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### **Pilot action 2 - Cross-border intermodal bike&bus service to connect CAAR to Parenzana cycle path - performed by Friuli Venezia Giulia Region (FVG)**

The Friuli Venezia Giulia Region (FVG) has been promoting policies for sustainable mobility, in environmental and health terms, by favouring urban and extra-urban cycling and by developing the cycling system widespread throughout the region. The intention is to increase the "use of the bicycle as a mean of transport<sup>1</sup>".

Within the ICARUS project, FVG decided to pursue the objective of improving interoperability between the different means of transport and connecting the different cycle paths of the regional and cross-border territory. FVG has decided to launch a new cross-border Bike&Bus pilot service between Trieste and the town of Poreč/Parenzo (Istria - Croatia), to connect the regional cycle routes and the CAAR (Alpe Adria Cycle path) to Parenzana cycle path.

The service was supposed to start in summer 2020, but it was suspended due to the pandemic and will be launched in July 2021, providing a bus connection on weekends from Friday to Sunday, with departure at 9:00 AM (CET) from piazzale Libertà of the Trieste train station and return from Poreč/Parenzo at 18:30 PM.

The service was outsourced to the D'Orlando transport company of Tolmezzo (UD). It will be possible to reserve its own seat on board by using the following website: <http://www.dorlandobus.it/progetto-icarus> .

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<sup>1</sup> <http://www.regione.fvg.it/rafvfg/cms/RAFVG/infrastruttura-lavori-pubblici/infrastruttura-logistica-trasporti/ciclovie/>

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### **Pilot action number 3 - Improving integrated ticketing and booking system in train & bike category - performed by HZPP (Croatian railways)**

The upgrading of the existing web integrated ticketing and booking system (ISPRO) and hence the promotion of bike & train mobile solutions as a sustainable mode of transport for leisure time during weekends, as well as the exploration of possibility in different towns is a pilot action of the company HŽ Passenger Transport from Croatia (Croatian railways). The purpose of the pilot action was to foster train and bike transport through the existing online platform by simplifying the ticketing. This pilot aims at encouraging the use of bicycles as a transportation mode for leisure activities.

Despite the efforts made by the HZPP, it will not be possible to implement the activity during the project lifetime because, after an in-depth assessment of the current system, the required changes would be too large. In fact, the assessment revealed that the system has constraints that were not foreseen before. As the system is obsolete, the intermodality was not even considered at the time of its development and its updates are very limited when speaking about current technical conditions and software solutions.

Necessary upgrades are rather extensive and the IT platform of the company cannot support them. However, in-depth analysis of all technical performances and the acquired knowledge provide background information for the future better usage of online products and inputs for a user-friendly approach in terms of intermodality are very valuable ICARUS achievements.

This pilot action attempt can be remembered as an example of learning process for all project partners and future partnership alliances taking into account what are the strengths and the weaknesses of each business unit and how to use it and turn into solution for future intermodal journeys.

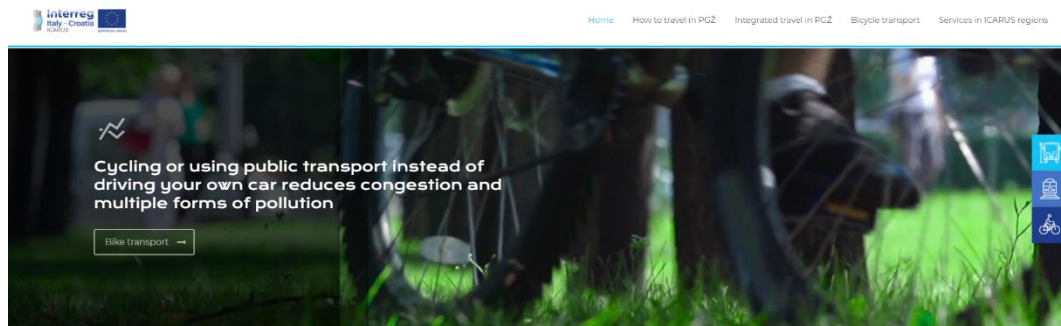
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### **Pilot action number 4 - Boosting intermodal solutions through ICT Web/mobile application for the promotion of intermodal passenger transport - performed by Cluster KIP**

In the scope of the ICARUS project, a web platform for boosting intermodal passenger solutions and the promotion of active modes of transport has been created. The web platform, named ICARUS Mobility was developed by the Intermodal Transport Cluster (KIP) and launched in November 2020. Since then, it has been promoted in two behavioural change events organised by KIP as well as the other services created by ICARUS, with the opportunity to expand its scope.

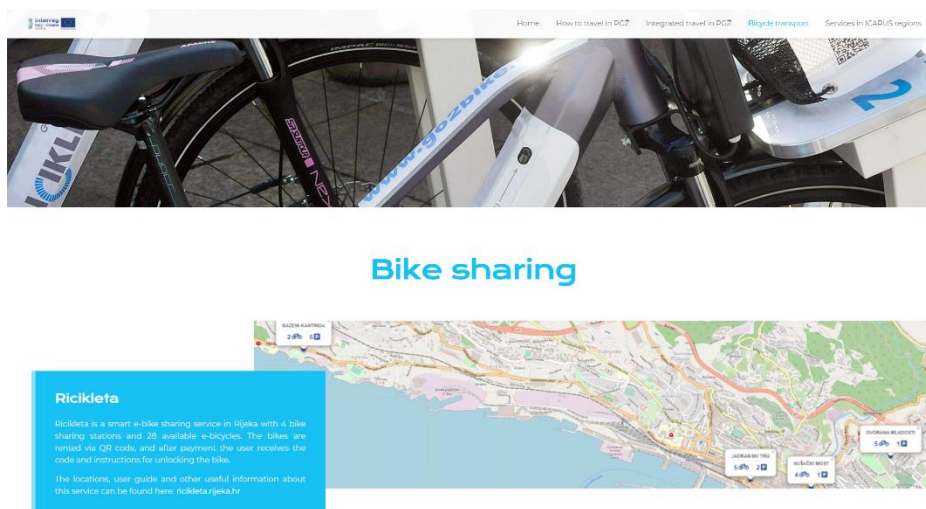
The main purpose of the ICARUS Mobility platform is boosting and promoting intermodal passenger transport solutions in Primorje-Gorski Kotar County, and also in the wider Italy-Croatia region. It serves as a “one-stop shop” for all users of public transport as well as cyclists in

## Primorje-Gorski Kotar County.



<p><b>Why should I use public transport?</b></p> <p>Public transport is a healthier, safer and greener alternative to the over-used personal cars.</p>	<p><b>Are there benefits for people around me?</b></p> <p>Using public transport instead of personal cars reduces congestion and multiple forms of pollution.</p>
<p><b>What are my benefits?</b></p> <p>Using public transport in combination with walking or bicycle riding makes you more physically active and has a positive impact on your health. Public transport also allows you to relax and avoid the pressures of driving your car.</p>	<p><b>Is public transport safe?</b></p> <p>Studies have shown that public transport users are much less likely to have a serious traffic accident compared to personal vehicle drivers.</p>

The platform contains a lot of information about public transport options in the regions, divided into regional and local public transport options, listed by mode of transport and includes an article on integrated public transport options in the region. Besides informing the users about the availability of different transport options in the County, it also contains links to transport providers' websites where users can check up-to-date timetables and ticket pricings. The web platform contains a multitude of information for cyclists, including bicycle routes, bike sharing and renting options, bicycle transport in trains and on ships, and a mobile app for finding bike trails near the city of Rijeka.

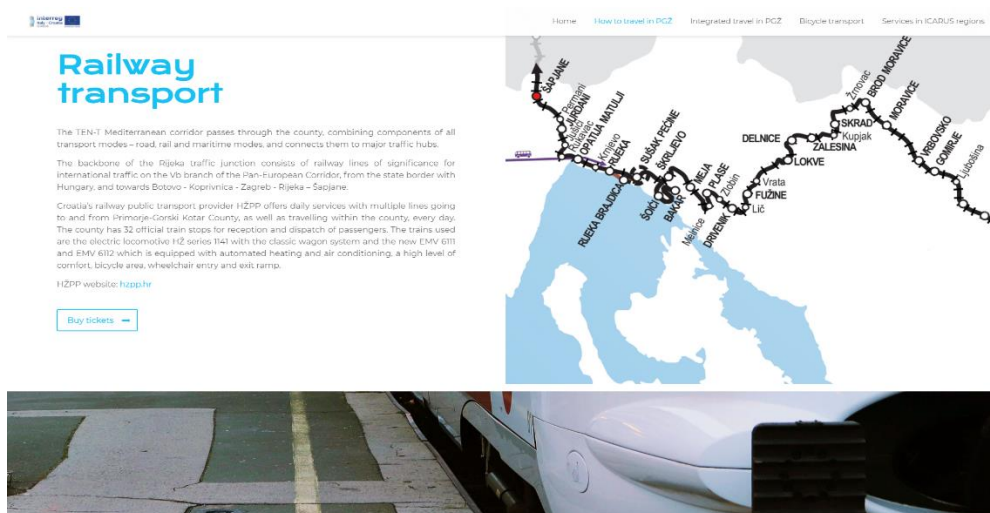


Just like with public transport, the platform includes links to service providers' websites, links to where the maps of the cycling routes can be found and links to the sections of public transport providers' websites

dedicated to transporting bicycles.

Along with all the aforementioned information, the ICARUS Mobility platform contains an interactive map with highlighted regions of the ICARUS project. Upon clicking any of the ICARUS regions, the user is presented with information about the services in the ICARUS regions. This includes basic information about the region itself, expanding into information about local public transport options in the region, and highlighting the integrated public transport services enabled by ICARUS.

The pilot platform will receive further updates on public transport and cycling information as it changes over time and as new transport options become available. The platform will be upgraded to include an educational video on boosting intermodal solutions. The goal of the video is raising awareness on the importance and benefits of intermodal solutions for passenger transport. Since its launch, the ICARUS Mobility platform was visited by over 100 people, and more are expected to learn about this pilot activity as the project progresses.



### Pilot action number 5 - Platform for calculating the environmental impact of travel to support the dynamic travel planner Roger - performed by Emilia-Romagna Region (RER)

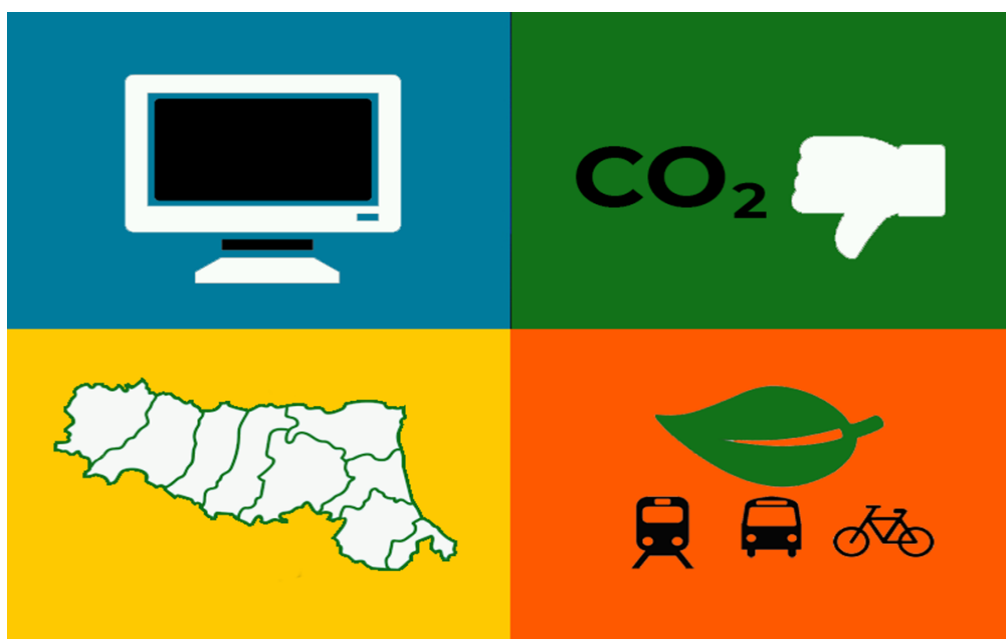
The pilot project carried out by the Emilia-Romagna Region aims at creating a web platform available for citizens and users of public transport to calculate the environmental impact (measured in saved CO<sub>2</sub>) thanks to the use of public transport as an alternative to personal cars. Additional environmental parameters will be included. This project is carried out by the Emilia-Romagna Region with LEPIDA, its in-house company, and aims at supporting the planning of promotional / rewarding actions related to sustainable mobility and to improve communication with end users.

The "Roger" app is the assistant for getting around Emilia-Romagna region

that integrates, in a single tool, the transport services of all companies in the area. LEPIDA carries out the ingestion of the data made available and collected through the Roger APP (i.e. data related to the purchase of bus and train tickets), in its Big Data infrastructure.

This data is then integrated with other data related to the validation of tickets on board and therefore it is possible to know the user, the date of travel, the place of departure and the mileage of the ticket. By counting the kilometre range, it is possible to estimate the journey length. Through the web application, the authenticated user- by entering the required data- can calculate the CO<sub>2</sub> savings for each journey.

The app is currently under construction and the platform will be operational after the summer.



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**Pilot action number 6 - Sustainable intermodal solutions between coast and hinterland area in Istria with main focus on bike and train - performed by the Istrian Development Agency (IDA)**

The pilot project of the Istrian Development Agency aims at developing a touristic brand and a multimodal route connecting the hinterland and the coast in the border area Italy - Croatia.

The basis for the successful implementation of the activities was the signing of an agreement with the Croatian railways passenger transport, which will enable the adaptation of train carriages between Pula and Buzet and will allow the transport of bicycles. IDA created a visual identity which was applied to the wagons and a promotional video is under development.



Through the new brand Istra bike & train IDA intends to promote multimodality and the use of alternative means of transport. This includes the promotion of a new bicycle route from the station in Kanfanar, in the hinterland to Rovinj on the coast, from where the journey can be continued by sea to Italy.

In May 2021, as part of the dissemination event "21 000 meters through Istria: Stories of the old railway", the new route was presented in an interesting way as well as the possibility of uploading bicycles on the train starting from September 2021 was announced.



The project ICARUS is closely connected to [MIMOSA](#) project, where the follow up of the mentioned activities will be ensured. For instance the platform Smart Card and via Istra will be developed, which will represent an important IT step forward from the basis built in ICARUS.

With the intention to motivate passengers to change their behavior and choose sustainable transport modes, IDA acquired devices promoting the use of bicycles, which were installed in Poreč, Pazin and Lupoglav as part of the ICARUS pilot activity.





Bike share information board installed in the City of Pazin




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**Pilot action number 7 - Fostering bike-bus-train-ferry intermodality in coastal areas and related hinterland Open data ICT platform - performed by the Metropolitan City of Venice (CMVE)**

The ICARUS project allowed the Metropolitan City of Venice (CMVE) to launch a series of pilot activities to be implemented in synergy with other ongoing initiatives, including the first and foremost the contextual development of the Sustainable Urban Mobility Plan (SUMP) in the CMVE and in the Municipality of Venice.

The first of the three pilot actions aims at further developing bike-bus intermodality in the reference area through the installation of mobile bike racks on some of the bus lines serving the coastal area. More specifically,

after a phase of design and adaptation of the first mobile rack to the needs of the ATVO company, five additional bike racks are in the process of being commissioned. Currently, the CMVE is collaborating with stakeholders and local institutions to identify the most suitable bus lines to offer the service, which will be implemented in summer 2021.



The second pilot action is underway and it consists in the preparation of 16 free-floating bike-sharing parking areas, located in the Lido di Venezia area, and in the installation of adequate traffic signs to functionally connect two parts of the Lido di Venezia that would otherwise be difficult to be reached by bicycle. This activity should be completed by the end of the Summer 2021.

A third initiative concerns the systematization of data on mobility and infrastructures through a webGIS platform, currently in the final phase of implementation, which also gives visibility to what has been done through the funds made available by ICARUS. Furthermore, in alignment with the development of activities related to the SUMP, additional funds were allocated to the implementation and/or improvement of the CMVE mobility portal to better convey information related to the mobility options available within the reference area.



**Pilot action number 8- ICT Systems to better connect coast and hinterland Infomobility & integrated ticketing, real time check in and tracking for passengers - performed by Agenzia Regionale Attività Produttive (ARAP)**

HAPPY TRAVEL is the new ICT solution to better connect coast and hinterland of the Abruzzo Region, through Infomobility & integrated ticketing, real-time check in and tracking for passengers. The app represents a new way to travel and discover the territories of the Adriatic, a smart way of getting around while respecting the environment with the precious support of digital technology.

The app is a tool for informing visitors about routes, points of interest and available means of transport in order to reduce the number of cars and to stimulate tourists to visit the sites using environmentally friendly transport.

HAPPY TRAVEL provides:

- 1) Real-time information on means of transport/routes;
- 2) E - ticketing;
- 3) Information regarding cultural and tourist walking routes and points of interest.



Plan the route that suits you best with all mobility solutions in one app!