



Project co-financed by the European
Regional Development Fund

*Promoting citizens' active involvement in the development of
Sustainable Travel Plans in Med Cities with Seasonal Demand*

Until now and what is next...

Eleni – Danai MAVRAKI
Project manager





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Promoting citizens' active involvement in the development of Sustainable Travel Plans in Med Cities with Seasonal Demand

- 3 scientific & technical experts: AECEA HIT/CERTH MemEx
- 1 public transport operator: Tiemme SpA
- 5 pilot cities: Almada | Ioannina, Larnaca | Rhodes | Siena
- 2 associate partners: DAFNI - Network of Sustainable Greek Islands, RODA - Municipal Company of Transports

URBAN TRANSPORTS

LET IT GO, LET IT FLOW!
Relieving congestion to improve urban transports sustainability.

urban-transport.interreg-med.eu

Community coordinated by GO SUMP partnership

Priority Axis 2: Low carbon economy

Fostering low-carbon strategies and energy efficiency in specific MED territories: cities, islands and remote areas

Specific Objective 2.3: To increase capacity to use existing low carbon transport systems and multimodal connections among them.

MOTIVATE Challenges and Goals

CHALLENGES

Low adaptation in Sustainable Mobility

Areas with high seasonal demand

High transport demand at specific periods

Adaptation to residents' needs in the remaining time

GOALS

Take Sustainable Urban Mobility Plans (SUMP) development one step further, focusing in areas with high seasonal demand because of tourism

Capture and address the needs as defined by the residents & tourists through the use of technology – social media

Cover the high and low season needs with sustainable transport means

MOTIVATE Consortium: Partners and roles

2 Scientific Experts

AEGEA (Aegean Energy and Environment Agency)

CERTH/ HIT
(Center of research and technology Hellas/ Hellenic institute of transport)

1 Technical consultant

MemEx Srl

1 Public transport operator

Tiemme Spa (Sienna)

5 Pilot cities

Almada



Ioannina



Rhodes



Larnaca



Sienna



2 Associate partners

DAFNI Network of Sustainable Aegean and Ionian Islands

Municipal Company of Transports (RODA)

MOTIVATE approach

Inspired by:

- **CIVITAS policy note** “The use of social media to involve citizens in urban mobility projects and city planning”
- The **increasing use** of social media by public
- The widespread application as **marketing technique** to attract attention, collect information and engage people

MOTIVATE will test the use of social media and ICT technologies to **increase direct communication** with citizens and to **maximize the impact** of citizens and stakeholders **involvement in urban mobility planning.**

How is that going to happen?

1. Agreement upon Pilot cities' sustainable mobility measures, actions and plans to be included in MOTIVATE
2. Development of the MOTIVATE Application and Platform
3. Promotion of MOTIVATE App and Platform to Tourists, Citizens, Students
4. Collection of data based on the users evaluation, ranking and feedback
5. Feedback use into Pilot cities' Sustainable Urban Mobility Plans
6. Promotion of MOTIVATE approach to other cities

TESTING

TRANSFERRING

Until now: 1. Agreement upon Pilot Cities sustainable mobility measures, actions and plans



Evaluation of sustainable mobility measures
under development

PILOT CITY
ALMADA
IOANNINA
RHODES
LARNACA
SIENNA

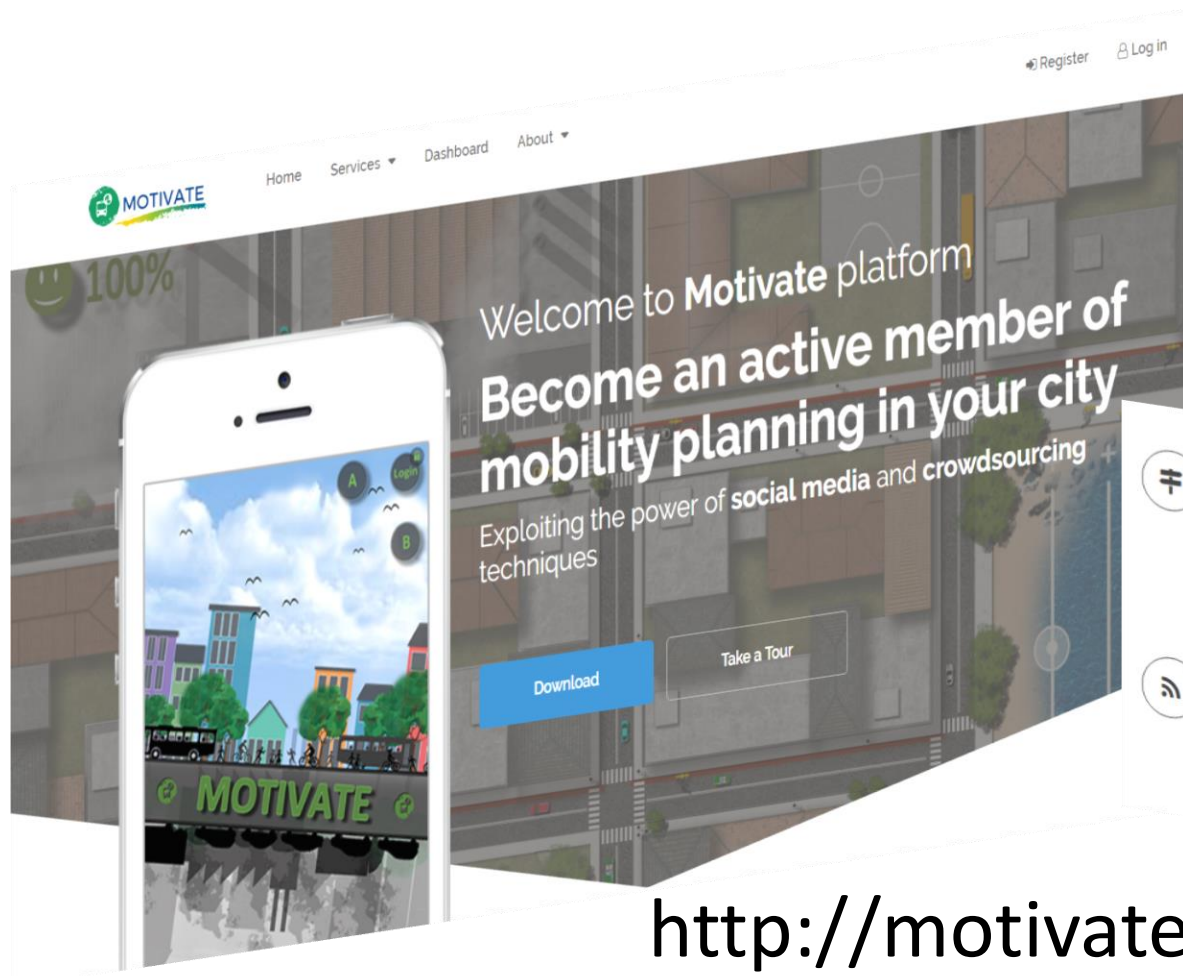
Evaluation of existing/
future transport
infrastructure and policies

Origin-Destination
data collection

Promotion of
sustainable
mobility



Until now: 2. Development of the MOTIVATE Application and Platform



Download Motivate Apps at:

GET IT ON
Google Play

Download on the
App Store

MOTIVATE project

- Trip Diaries**
Citizens contribution in the development of a valuable and highly cost-effective (for local authorities) data library for daily mobility patterns
- Existing Measures Evaluation**
Citizens and visitors evaluation of existing mobility measures
- Future Interventions Assessment**
Citizens and visitors assessment of the usefulness of future mobility interventions
- Citizens' mobility information library**
Statistics and KPIs to promote and communicate the sustainable mobility solutions that are being implemented in the city both to Cities Authorities and to the citizens and visitors.

<http://motivate.interreg-med.eu>

Up to now: 3. Promotion of MOTIVATE App and Platform to Tourists, Citizens, Students





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Observations until now

The unexpected ones...

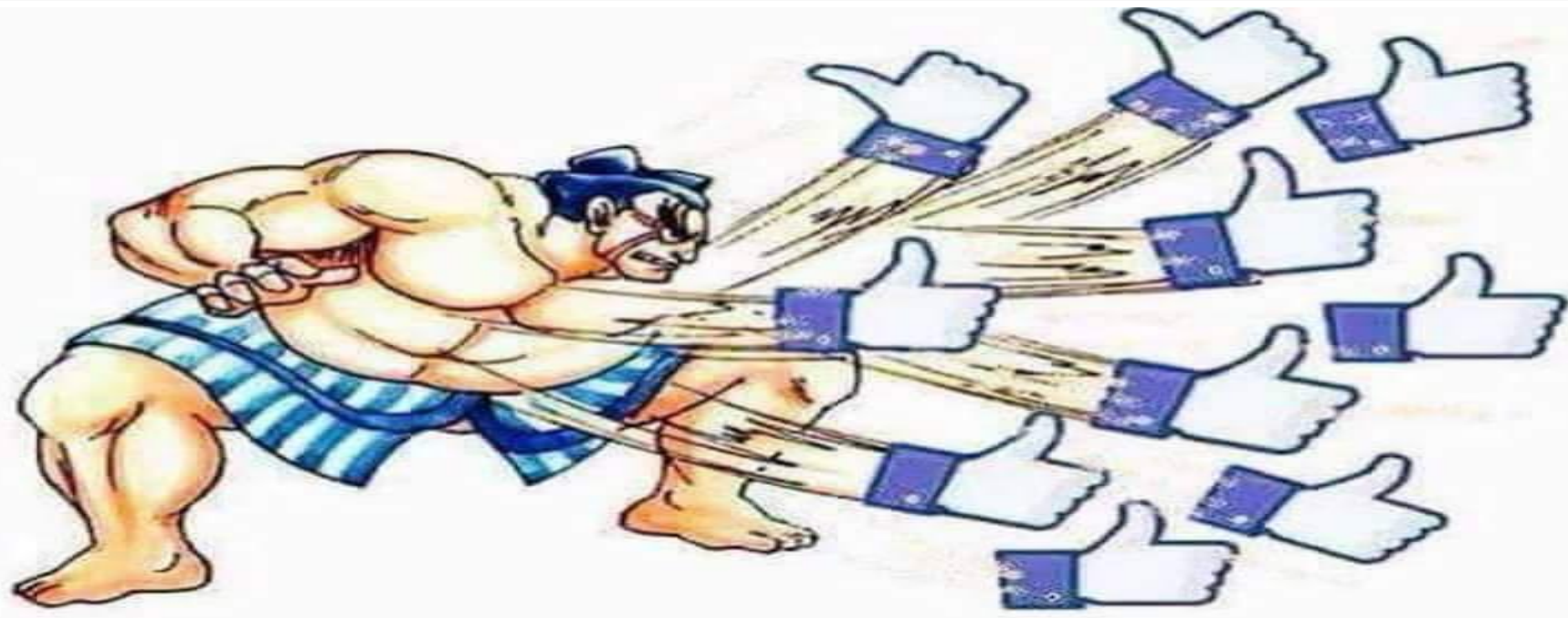
Use of Social Media, Use of Apps and Care about active participation



<https://motivate.interreg-med.eu>



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What is next ???

1. Collection of data based on the users evaluation, ranking and feedback
2. Feedback use into Pilot cities' Sustainable Urban Mobility Plans
3. **Promotion of MOTIVATE approach to other cities**

Coming up activities: Transferring the MOTIVATE experience

- Living Labs in Pilot cities
- Workshops in Pilot cities and/or their neighboring cities
- Conferences in Med cities
- Exhibition halls in Med cities
- Thematic events on Sustainable Mobility in Pilot cities
- Peer to peer among municipalities board members



Thank you

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aegean energy
& environment  **agency**
THE SUPPORTING ORGANISATION FOR GREEK ISLANDS

