Recommendations and Strategies for Passenger Intermodality in Europe

at a glance
all 19 recommendations in overview format

Project funded by the European Commission, Directorate-General for Mobility and Transport (DG MOVE) within the 6th Framework Programme

www.linkforum.eu
Published: March 2010

This brochure summarises 19 recommendations that have been elaborated in the LINK expert Working Groups (WG).

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Acknowledgements

The LINK Consortium would like to thank all the experts who participated in the WG meetings, supported the elaboration of recommendations and/or reviewed text elements and contributed to the project with their valuable input. An overview of participating experts can be found in the annex of the full report “LINK. Recommendations and Strategies for Passenger Intermodality in Europe”, which is available for download from the LINK website: [www.linkforum.eu](http://www.linkforum.eu).

Disclaimer

This document has been prepared by the authors on behalf of the European Commission, DG MOVE. It does however not necessarily reflect the views of the European Commission.
Introduction

The LINK Recommendations

The LINK project, funded by the European Commission, created a European Forum on Intermodal Passenger Travel. The specific focus of LINK has been on long-distance and cross-border travelling.

The LINK recommendations on Passenger Intermodality are the result of four Working Group meetings (November 2007 in Utrecht, June 2008 in Cologne, March 2009 in Madrid, and November 2009 in Bucharest). Five Working Groups (WGs) were set up to discuss challenges and solutions in the following thematic areas:

- WG1: Door-to-door information and ticketing (moderated by Jacobs-Prague)
- WG2: Intermodal networks and interchanges (moderated by synergo and RATP)
- WG3: Integration of long-distance transport and the “last urban mile” (moderated by POLIS)
- WG4: Planning and implementation (moderated by Rupprecht Consult)
- WG5: Context conditions (moderated by ILS)

The LINK Working Groups provided a unique opportunity to bring together more than 100 experts from different scientific disciplines and institutional backgrounds such as public authorities, operators, lobbyists, user groups, academia, politics, business and industry.

The 19 recommendations generated by the WGs have been summarised for this report in overview format. The full recommendations are available in the report “LINK. Recommendations and Strategies for Passenger Intermodality in Europe.”, which is available for download on the LINK website (www.linkforum.eu).

The target groups of the recommendations are:

1. Regulators and facilitators (e.g. European Commission, national governments)
2. Implementers (e.g. operators, interchange managers, transport authorities)

The recommendations have been categorised by six “Fields of intervention” as shown in the table on page 3. They were subject to an assessment exercise against the criteria feasibility, cost, impact, timing and other specific factors. Many of the recommendations have been included in two online consultations to gather feedback on the proposed measures from a wider expert community.

The LINK Working Groups had the challenging task of developing recommendations for one of the most complex and multi-faceted topics in long-distance transport. The participating experts agreed that there is an urgent need for the further integration of transport modes to increase the efficiency of the overall transport system, to tackle environmental challenges and to improve the service quality for the long-distance traveller.

The LINK recommendations present a rich pool of concrete ideas on what should be done in co-operation of a variety of stakeholders to enhance Passenger Intermodality in Europe. The list of recommendations is not comprehensive, but it covers many core areas that must be addressed. This report highlights “Core measures”, “Short-term measures”, “Low cost wins” and “Forward thinking” measures that point to future solutions.

Furthermore, there are still many research gaps, identified by the Working Groups, that need to be filled as a pre-requisite to enhancing Passenger Intermodality.

The LINK Working Groups also provided a forum for stakeholders to exchange and network. The participants provided overall a very positive feedback on the activities in the Working Group meetings and LINK Conferences. This shows that there is the need to provide opportunities for discussion and the development of solutions to foster Passenger Intermodality in Europe.
**LINK recommendations by field of intervention**

### I Policy and funding

1. Create a European vision/White Paper for a European door-to-door intermodal passenger travel information service
2. Develop a road-map for technical co-operation in achieving a European door-to-door intermodal journey planner
3. Establish a joint Passenger Intermodality Working Group of existing European Technology Platforms in the field of passenger transport
4. Introduce a new EU funding programme “Vasco da Gama” for long-distance, international Passenger Intermodality
5. Work towards advanced intermodal passenger rights

### II Directives and regulation

6. Establish obligatory delivery of data and information in the field of ticketing and information
   6.1 Establish a European directive which requires transport operators to make travel planning data available to journey planning providers
   6.2 Establish obligation to make standardised tariff and timetable information available on request to authorities responsible for passenger transport information provision
   6.3 Make provision of door to door ticketing information mandatory for long-distance rail-ticket distributors

### III Standardisation and technology

7. Develop standard for long-distance electronic ticketing in TAP TSI to allow compatibility with local fare management systems
8. Create common quality standards for interchanges

### IV Assessment and planning

9. Develop and establish city assessment tool and quality label for long-distance intermodality
10. Elaborate and establish new business models for effective interchange management
11. Develop a toolkit for a good design of an interchange
12. Develop integrated airport accessibility plans
13. Foster intermodal business plans
   13.1 Develop framework methodology for quantification and monetary assessment of impacts in business plans
   13.2 Establish long-term flexible profit sharing arrangements as basis for investments

### V Innovative products and services

14. Establish common “CityFlex pass” concept
15. Develop innovative local taxi services
16. Integrate cooperation and information platforms into a mobility centre for the mobility management of large events
17. Provide early information to travellers about airport links and accessibility
18. Create a pull and push strategy for business trips

### VI Training and education

19. Foster training and education on Passenger Intermodality
I Policy and funding

This field of intervention includes policy actions that help to define and plan in a targeted way how Passenger Intermodality could be enhanced. It includes not only the setting of important framework conditions at EU and national level, but also the cooperation of key stakeholders to define concrete actions (e.g. research tasks, regulatory issues, innovation policy) that foster the further integration of transport modes. Furthermore this field of intervention includes one recommendation that highlights the need for a dedicated EC funding programme in the areas of Passenger Intermodality with a focus on demonstration activities.

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**Recommendation 1**

Create a European vision/White Paper for a European door-to-door intermodal passenger travel information service

**Why needed?**

European co-ordination, strategic clarity and political support for a door-to-door intermodal travel information system for European travellers is still lacking.

**Initiative**

European Commission, key stakeholders of national ministries, transport authorities, large transport operators and associations in the field of transport.

**Implementation**

**Stakeholders:** Large transport operators and service providers for door-to-door information service systems that develop services based on a European strategy and start-up funding.

**Actions:**

- Set-up of a high-level European Steering Committee for Intermodal Passenger Travel Information.
- Development of a study on current and near-future situation of the market for services for intermodal long distance travel information.
- EC to create a White Paper on European door-to-door travel information (or include this topic as part of a wider White Paper)

**Potential impact**

Strategic guidance and political support for European countries and regions wishing to engage in door-to-door intermodal passenger travel information services for European travellers will lead to the development of a high quality European intermodal traveller information service which will strengthen the sustainability and efficiency of long-distance travel behaviour (for example through better informed travel timing and mode choice)

Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)
Recommendation 2
Develop a road-map for technical co-operation in achieving a European door-to-door intermodal journey planner

Why needed?
Lack of a pan-European service providing end-to-end support for long distance, cross-border intermodal journey planning and travel information due to fragmented national and/or local systems using different standards and data sharing concepts.

Initiative
European Commission, national ministries and associations in the field of transport, information technology industry and tourism industry.

Implementation
Stakeholders: European Commission pushes development of a European door-to-door journey planner by integration into ITS action plan and sufficient involvement of modal and regional stakeholders in road-map development.

Actions:
- (Potential) integration into the European ITS Action Plan and Directive implementation.
- Development of a technical road-map to roll-out a European door-to-door journey planner.

Potential impact
Technical strategic coordination will lead to the development of a high quality European intermodal traveller information service which will strengthen the sustainability and efficiency of long-distance travel behaviour (for example through better informed travel timing and mode choice).

Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)
**Recommendation 3**

Establish a joint Passenger Intermodality Working Group of existing European Technology Platforms in the field of passenger transport

**Why needed?**
Existing ETPs, in the field of transport, are strongly focused on individual modes and technology, lacking the integration of transport modes especially for long distance Passenger Intermodality to improve the overall efficiency of the transport system.

**Initiative**
European Technology Platforms (ETPs) in the field of transport and European Commission.

**Implementation**

**Stakeholders:** ETPs and additional public and private stakeholders in the field of intermodal passenger transport.

**Actions:**
- Set-up a joint working group of existing ETPs from the transport sector on the topic of Passenger Intermodality.
- Develop a strategic research agenda by joint working groups to ensure agreed European medium-/long-term approach for Passenger Intermodality.

**Potential impact**
Development of a joint European approach for improved Passenger Intermodality and support for key enabling actions like better networking of European key stakeholders, contributions to standardisation processes, or technological innovation to integrate different transport modes.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)
Recommendation 4
Introduce a new EU funding programme "Vasco da Gama" for long distance, international passenger intermodality

Why needed?
So far no dedicated funding programme for Passenger Intermodality is in place to act as an incentive to set up pilot projects to learn from practical experiences, address common barriers and to get sound evaluation results.

Initiative
European Commission, key stakeholders in the field of Passenger Intermodality (transport authorities and operators, official passenger representation bodies, information technology industry, research organisations etc.).

Implementation
**Stakeholders:** EC body to administratively manage the programme (e.g. EACI). Private, semi-public and public stakeholders to implement first concrete projects in terms of co-operative approaches.

**Actions:**
- Phasing in of the new programme "Vasco da Gama" with a stakeholder consultation on priority issues and a sound analysis of challenges in the field of Passenger Intermodality.
- Integration of first pilot projects on Passenger Intermodality in a wider intermodal transport programme under one roof with "Marco Polo" III in 2014. Introduction of a new funding programme element "Vasco da Gama" with long-term character by the EC.

Potential impact
Fostering the better integration of transport modes and improving the overall energy efficiency and reduction of CO2 emissions by fostering modal shift based on demonstrated European pilot projects and proven cost/benefit analyses. Dissemination of results of the "Vasco da Gama" programme could boost an uptake of developed solutions beyond the funding programme across Europe.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)
Recommendation 5
Work towards advanced intermodal passenger rights

Why needed?
Improving user rights and their implementation as well as the information and knowledge concerning passenger rights across Europe is seen as an appropriate and fundamental way to make intermodal transport more attractive.

Initiative
European Commission.

Implementation
Stakeholders: National enforcement bodies and conciliation bodies for passenger rights, European Commission, transport operators and authorities.

Actions:
- Fostering co-operation of institutions dealing with passenger rights across Europe by establishing a working group funded by the European Commission (e.g. Coordination action).
- Development of a European platform for information management concerning passenger rights to enhance transparency and information quality across Europe.

Potential impact
Making intermodal transport more attractive by improving the quality and transparency of information concerning passenger rights across Europe based on better co-operation between institutions with responsibility for those rights, and a European policy.

Elaborated by Working Group 5 - Context conditions (moderated by ILS)
II Directives and regulations

This refers to legislative acts in areas, where the intervention of the EU or national states seems necessary to guarantee a minimum co-operation and integration of transport services. In the LINK context, this refers particularly to the field of ticketing and information.

**Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)**

**Recommendation 6**

*Establish obligatory delivery of data and information in the field of ticketing and information*

**Why needed?**

Lack of minimum co-operation and integration in the field of information and ticketing for long-distance passenger transport is a severe barrier for intermodal long-distance travellers. The passenger needs a minimum level of information quality and coverage to enable confident planning of long-distance intermodal trips. These obligations will ensure this minimum level.

**Initiative**

European Commission

**Implementation**

**Stakeholders:** EC, European Steering Committee for Intermodal Passenger Travel Information (see recommendation 1), operators and authorities responsible for setting fares, agencies responsible for standards and specifications, retailers and third party vendors of long-distance rail tickets.

**Actions:**

- European directive obliging transport/interchange operators and authorities to make accurate and timely travel data available in standardised way to a nominated national or regional travel information co-ordination agency. (Recommendation 6.1)
- European directive obliging transport service providers to make tariff and timetable information available to the public authority responsible for providing travel information in standardised quality. (Recommendation 6.2)
- European regulation or directive obliging ticket retailer of the longest distance segment in a long-distance passenger journey to provide customers with information about the fare structure and point of sales for other parts of the trip. (Recommendation 6.3)
- Explore possibility to combine the above actions into one phased Directive development and implementation process.

**Potential impact**

These obligations are the key enabling feature for the development of a high quality European intermodal traveller information service which will strengthen the sustainability and efficiency of long-distance travel behaviour (for example through better informed travel timing and mode choice).
III Standardisation and technology

This field deals with measures to achieve uniform technical, service and design specifications in fields that concern Passenger Intermodality (particularly information, ticketing, interchange design).

Recommendation 7
Develop standard for long distance electronic ticketing in TAP TSI to allow compatibility with local fare management systems

Why needed?
Neither paper solutions nor ticketless solutions, as they are described in the current proposal for the TAP TSI standard (Technical Specifications for Interoperability for Telematic Applications for Passenger, defined by the ERA) for long distance rail trips are applicable in the growing number of regional or local transport networks where control has been automated using contactless systems.

Initiative
European Commission, DG MOVE and European Rail Agency (ERA).

Implementation
Stakeholders: ERA, the European Committee for Standardization (CEN) and CER (Community of European Railway and Infrastructure Companies).

Actions:
- Reopening of the work on the TAP TSI standard by ERA to ensure compatibility with multi application media now arriving on the market (e.g. java cards, NFC mobile phones).
- Development of a standard data model for electronic tickets, usable on smart cards or electronic devices like smart phones.
- Extension of this model to coach transport in the event of a similar standard being developed.

Potential impact
This new standard for long distance tickets in Europe would allow the development of compatible and integrated urban and long distance ticket solutions (which was not anticipated by TAP TSI). This could lead to the greater use of urban public transport on long-distance trips and potentially also greater use of long-distance public transport by urban public transport pass holders. This improved sustainability of long-distance travel behaviour would lead to reductions in external transport costs.

Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)
Recommendation 8
Create common quality standards for interchanges

Why needed?
Standards for interchanges contribute to high quality harmonisation in these sensitive areas avoiding a "feeling of disruption" by the users and encouraging intermodal transport behaviour across Europe.

Initiative
European Commission, International Association of Public Transport (UITP).

Implementation
Stakeholders: Key stakeholders (railway operators, national transport departments, regional and local public transport companies, regional authorities) and the European Committee for Standardisation (CEN)

Actions:
- Development of common and Europe-wide standards for the equipment of interchanges (focusing on interchanges which are important for long distance passenger travel).
- Integration of developed quality standards in existing CEN/ TC 320 standard (as a long-term vision) to strengthen their relevance.

Potential impact
Quality standards, if included in the CEN/ TC 320, ensure minimum requirements for interchanges and will lead to a quality harmonisation of interchanges across Europe fostering intermodal transport behaviour.

Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)
IV Assessment and planning

This field of intervention covers a diversity of recommendations that point to methods, tools and processes to foster the enhanced implementation of Passenger Intermodality solutions.

Recommendation 9
Develop and establish city assessment tool and label for long distance intermodality

Why needed?
Lack of a comprehensive assessment tool with some common standards and indicators on the quality of the interface between the long distance travel network and the urban mobility network for the long distance travellers in Europe.

Initiative
European Commission, cities and local authorities, passenger associations, private business/chambers of commerce, tourist boards, tourist industry, transport operators.

Implementation
Stakeholders: Cities and local authorities, tourist boards, tourist industry, transport operators.

Actions:
- Development of an assessment tool based on common methodology and indicators for benchmarking of long distance traveller services in Europe.
- Design and establishment of an European quality label for long distance traveller services as an incentive for implementers.

Potential impact
Raising of quality of services for long distance travellers based on the creation of quality indicators to assess and benchmark the last mile intermodal connection and by the creation of a quality label as an incentive for implementers to improve the last mile intermodal connection for the long distance travellers in Europe.

Elaborated by Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommendation 10
Elaborate and establish new business models for effective interchange management

Why needed?
Current practice shows deficits in many places concerning the management of interchanges (e.g. lack of involvement of municipalities, responsibilities not clearly defined).

Initiative
European Commission

Implementation
Stakeholders: Expert group of stakeholders from the field of interchange management, European lobbying groups and associations, selected stakeholders in charge of interchanges.

Actions:
• Drafting new business models and testing them.
• Definitive elaboration of one or several suitable business models and proposal for putting models into practice.

Potential impact
Higher attractiveness for users of interchanges where business model would be applied; and higher usage.

Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)
Recommendation 11
Develop a toolkit for a good design of an interchange

**Why needed?**
Design and infrastructure aspects in planning and (re-)building of interchanges often not sufficiently considered.

**Initiative**
European Commission, in close co-operation with UITP, UIC and sponsors. Elaboration of toolkit by expert group.

**Implementation**

**Stakeholders:** All stakeholders involved in planning and building interchanges

**Actions:**
- Launching working group of experts which would be responsible for elaboration of toolkit for good design of interchanges with more than 100,000 passengers per day.
- Creation of interactive and web-based version of toolkit to facilitate easy access to information.

**Potential impact**
Better consideration of high quality design of interchanges by stakeholders who plan and build them.

Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)
Recommendation 12
Develop integrated airport accessibility plans

Why needed?
Large carbon footprint of surface access to airports and lack of integrated planning.

Initiative
Regional and local authorities, airport operators.

Implementation
**Stakeholders:** Led by regional authority in co-operation with range of regional stakeholders (e.g. airport operator, public transport operators).

**Actions:**
- Development of airport accessibility plan based upon the results of impact assessments carried out by airports when new investments are made that affect surface mobility patterns and surface accessibility.
- Encouragement of smoother intermodal links between air travel and surface access to airports.

Potential impact
Improved integration of airports in regional transport network. Reduction of CO₂ emissions from surface access to airports.

Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommendation 13
Foster intermodal business plans

Why needed?
Currently no suitable methodology available for the quantification and monetary assessment of measures in the field of Passenger Intermodality.
Difficult conditions for public-private partnership investments in intermodal schemes where the winners and losers will change over the lifecycle of the development.

Initiative
EC, public authorities (national, regional, local), stakeholder associations, urban and metropolitan area transport authorities.

Implementation
**Stakeholders:** Research institutes (framework methodology), transport operators, public authorities and other stakeholders in passenger transport service provision.

**Actions:**
- Development of an agreement on a framework methodology for the quantification and monetary assessment of intermodality impacts for business plans in the field of Passenger Intermodality.
- Creation of a simple but established and well defined framework of profit sharing arrangements that mitigates interparty risk by sharing net profits over the life of an intermodal scheme according to the aforementioned framework methodology.

Potential impact
Established framework methodology could become important tool for cost and revenue share arrangements. Easier cooperation of public and private actors in intermodal investments (e.g. interchanges).

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)
V Innovative products and services

These are concrete and visible measures aimed at providing products and services that respond to the needs of the intermodal traveller.

Recommendation 14
Establish a common "CityFlex pass" concept

Why needed?
Uncertainties and lack of standardised information on public transport and ticketing options as barrier for long-distance travellers to use intermodal travel chains.

Initiative
Primarily local transport authorities, local authorities and local transport operators.

Implementation
Stakeholders: Local transport operators, local authorities, long distance transport operators.

Actions:
- Establishing a "CityFlex pass" with different cities as common concept of service provision with an integrated ticket for local transport services specifically designed for the long distance traveller.
- Establishing "CityFlex pass" as European brand.

Potential impact
User benefits by removing uncertainties for long-distance travellers and guiding them to alternatives modes of transport for the "last urban mile".

Elaborated by Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommendation 15
Develop innovative local taxi services

Why needed?
Increasingly individualised and diffuse traveller patterns require more flexible transport services for "last urban mile".

Initiative
Local (transport) authorities.

Implementation
Stakeholders: Local taxi operators, local public transport operators, partnerships with long-distance transport and hub operators as well as tourist and business sectors.

Actions:
- Setting-up innovative shared taxi services that include strengths of the taxi (easily available, no need to study timetables, door-to-door trips, local knowledge and advice from driver etc.) while reducing its weaknesses (cost, lack of pricing information, sometimes lack of trust).
- Introduction of demand-responsive shared services with pre-booking and centralised trip planning, offered for distance-based flat rate.

Potential impact
User benefits by removing uncertainties for long-distance travellers and guiding them to alternatives modes of transport for the "last urban mile".

Elaborated by Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommendation 16
Integrate cooperation and information platforms into a mobility centre for the mobility management of large events

Why needed?
Problems at large event destinations due to heavy car use by visitors. Lacking management of travel to big events for long-distance intermodal travellers.

Initiative
Transport authority of the territory where the event is organised, or independent service integrator.

Implementation
Stakeholders: Transport and local authority, event organisers, long distance travel operators, venue managers, ticketing companies.

Actions:
- Creation of mobility centres for events, including co-operation platform for stakeholders and information platform for long-distance travellers who visit event.
- Creation of ICT tools to support such mobility centres and tailored traveller information and advice.
- Development of marketing-based combined travel products, tailored to the event target groups.

Potential impact
- Facilitation of intermodal travel for long-distance public transport users and reduced share of mono-modal car use to big events.
- High modal-shift potential through marketing-based approach of mobility centres.
- Easier introduction of measures to restrict car use and reduce parking space provision.

Elaborated by Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommendation 17
Provide early information to travellers about airport links and accessibility

Why needed?
Passengers currently not sufficiently informed about intermodal links, public transport and accessibility at destination airports. Barrier to use sustainable modes of transport.

Initiative
European Commission, airlines, airports.

Implementation
Stakeholders: airport managers, airlines & airline alliances, public transport operators, regions and cities, IATA.

Actions:
- Provision of information on travel options at destination airports to be provided by specific information point at the airport of origin, at registration, check-in and electronically.
- Further step towards the provision of door-to-door information travel package that covers the first mile, the flight and the last mile.
- In the long-run establishment of pan-European service for travel options to and from airports.

Potential impact
Behavioural changes among users towards the use of sustainable transport modes at destination airports for the "last mile". Higher patronage for public transport services to and from airports.

Elaborated by Working Group 3 – “Last urban mile” (moderated by POLIS)
Recommandation 18
Create a pull and push strategy for business trips

Why needed?
Unsustainable mix of transport modes in business trips (mainly mono-modal car use) and lacking recognition of more sustainable intermodal options.

Initiative
Companies and institutions (pull factor).
National governments, European Commission (push factor).

Implementation
Stakeholders: Companies and institutions (pull factor).
National governments, European Commission (push factor).

Actions:
- Pull and push strategy to increase the share of inter- and multimodal business trips;
- "Soft policy" actions to influence the rules and the organisation of business trips within companies and institutions as well as better cooperation of employers with intermodal transport service providers (pull factor);
- Redesigned taxation regulations for company cars and reimbursement rules for use of cars for business trips (push factor).

Potential impact
Less car use in business trips and more use of environmentally friendly inter- and multi-modal options, or at least use of environmentally less harmful cars due to modified incentives.

Elaborated by Working Group 5 - Context conditions (moderated by ILS)
VI Training and education

This field of intervention highlights the need to embed the topic of Passenger Intermodality in Universities and continuing education for practitioners as fundamental to improving expertise on Passenger Intermodality in the mid- to long-run.

Recommendation 19
Training and education

Why needed?
To foster expertise on passenger intermodality and "intermodal" mentality.

Initiative
European Commission, national transport ministries, transport authorities, large transport operators and associations in the field of transport

Implementation
Stakeholders: Institutions of continuing education, associations in the transport sector that carry out training for their members, Universities
Actions:
- EC should provide funding for definition and development of training content and formats
- Pilot project to develop standardised elements
- Enhance uptake in teaching programs, curricula and continuing education through dissemination and seed funding for research

Potential impact
Widely established training would contribute to changing mentalities and processes in mid- to long-run. Fundamental for enhanced Passenger Intermodality.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)
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Overview on all project partners and LINK events

LINK Consortium
March 2010