



out for a day? choose the nicest way!

Report on the international project

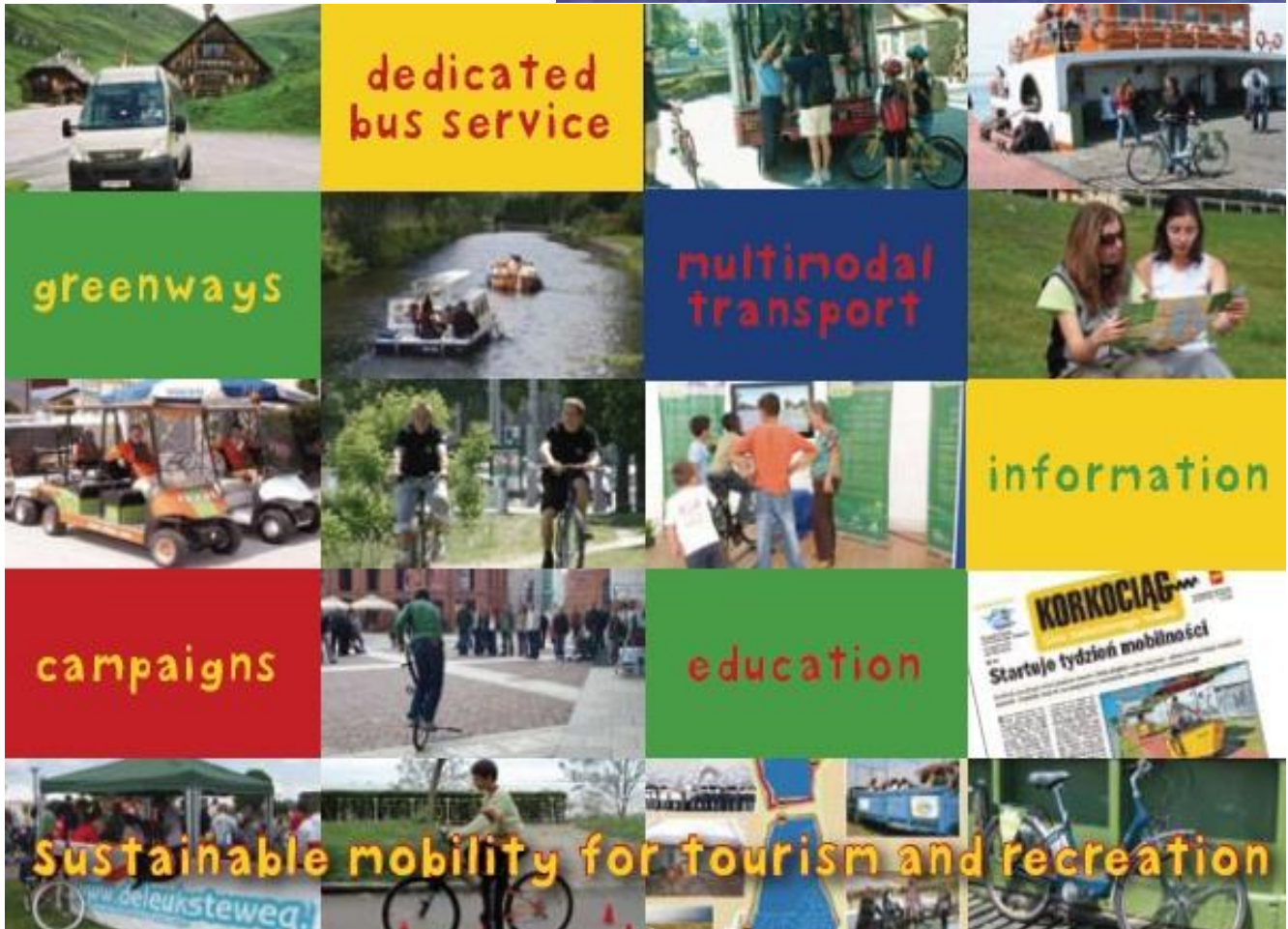
Stream

in the framework of

Intelligent Energy



Europe



Report on the international project

STREAM- Sustainable Tourism and REcreation as an opportunity to promote Alternative Mobility

in the framework of

Intelligent Energy  Europe

Intelligent Energy Europe, Contract EIE/06/029,

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Co-ordination

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Table of contents

Table of contents	3
Introduction	4
Overview of demonstrations.....	7
Austria: special bus lines (including electric vehicles) for hikers to remote areas of the Lungau-Murau-Nocky mountains	10
Belgium, Flanders: Development and implementation of a mobility policy for 17 tourist destinations	15
Belgium, West-Flanders: a corporate identity and a tourist map for a cycling corridor using old railway tracks.....	20
Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz	23
Italy, Parco Paneveggio È Pale di San Martino: Development and promotion of multimodal transport	26
Lithuania: a soft mobility corridor in the center in Vilnius City and to the surroundings	31
Portugal: bike and boat for the link between Lisbon city and the Costa da Caparica.....	35
Bulgaria - Special tourist packages for day trips aiming at visitors of the coastal region.....	41
Main achievements of STREAM.....	46
A future for STREAM?	48
Lessons learnt.....	50

Introduction

STREAM is a European project supported by the European Commission in the framework of the "Intelligent Energy Europe" program.

STREAM is about the promotion of energy efficient mobility for recreation and tourism and in the context of recreational activities.

Leisure trips generate more car traffic than home or school related trips, but mobility management for tourism and recreation is less explored. STREAM contributes to filling this gap.

STREAM establishes a strong link between, on the one hand, campaigning for behavioral change towards sustainable mobility and, on the other hand, quality of tourism and recreation. Car traffic and parking decreases the quality of recreation.



%% you come to enjoy a natural environment, why not use also more "natural" means to travel?+

On the positive side, recreation is also a good opportunity to raise awareness about sustainable mobility

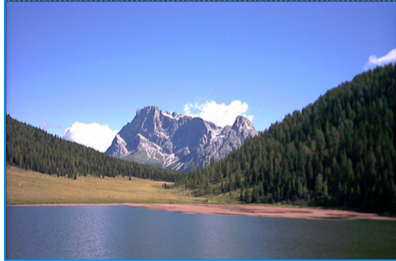
%% you cycle for leisure, why not try it out in everyday life?+

The project had two main objectives:

- (short term objective)
to promote sustainable mobility TO and IN specific recreational and tourism areas, creating a link between "soft recreation" and "soft mobility";
- (objective on a longer term)
to use recreation and tourism as circumstances in which you can more easily raise awareness about the necessity of greener mobility, even in everyday life.

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To obtain these goals, well highlighted demonstration and communication projects have taken place in 7 countries and at 8 destinations. 3 types of recreational environments were covered: nature & recreation areas, "green corridors", beach tourism.



Nature & recreation areas

Austria: sustainable transport for hikers to remote areas of the Lungau-Murau-Nocky Mountains

Belgium: development and implementation of a mobility policy for 17 tourist destinations

Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz

Italy: development and promotion of multimodal transport, Paneveggio Pale di San Martino Park



Green corridors

Lithuania: green tourist routes inside the city and towards the tourist attractions in the outskirts

Belgium: a corporate image and a tourist guide for a cycling corridor using old railway tracks



Beach tourism

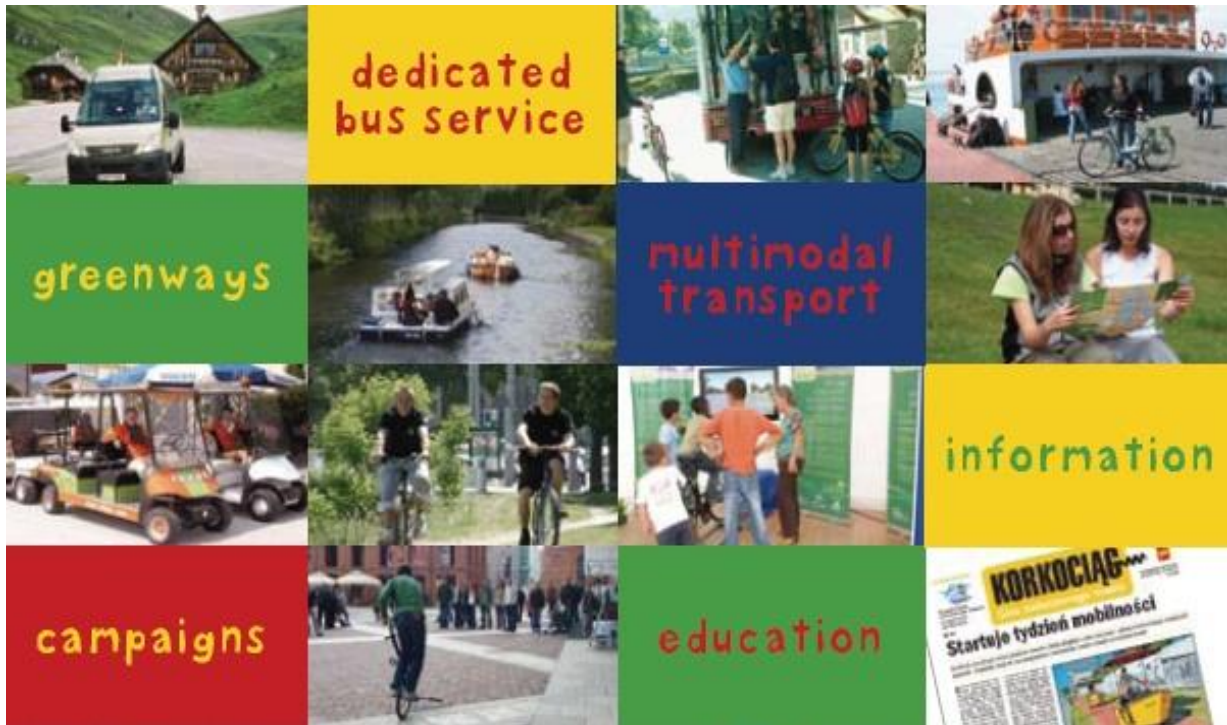
Portugal: bike and boat for the link between Lisbon city and the Costa da Caparica

Bulgaria: special tourist packages for day trips aiming at visitors of the coastal region.

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A wide range of sustainable mobility solutions have been tested and promoted.

These demonstrations were at the same time an occasion to launch broader communication campaigns about the STREAM-approach on regional and national levels.



In this report, we give an overview of the implemented measures in each participating country, the success stories and the lessons learnt. More updated information can be found until the end of 2010 on:

www.iee-stream.com

Overview of demonstrations

Nature and recreation areas



Austria, Lungau Murau Nocky Mountains: special bus lines (including electric vehicles) to remote valleys

In Austria, a new supply of valley buses ("Tälerbus"), including electric vehicles, was promoted. These bus services make it possible for hikers to reach and discover remote valleys in the Alps without using the car. The lines were structurally integrated in the public transport information and will also be included in tourist packages. During the project, a substantial increase of the number of users was demonstrated.



Flanders, Belgium: a mobility policy for 17 tourist destinations

In Belgium, the demonstration was about the introduction of (the) sustainable mobility (reflex) in the management of recreational destinations in Flanders, through the establishment of green mobility plans and awareness campaigns. One recreation park, the Puyenbroeck park near Ghent, which already had a mobility plan, served as pilot project. During 8 weeks in the summer period of 2008, 17 tourist or leisure attractions have drawn the attention of the public to sustainable transport modes and available greenways during the campaign "you choose the nicest way yourself".



úód , Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz

During the European Mobility week in 2008, the combination, in one day trip, of a visit to the Manufaktura shopping and cultural centre with a visit to the Lagiewnicki forest was promoted. A direct bus connection was put in place. Several promotional events were organized to attract attention to the sustainable transport solutions to and at the site as well as broader awareness raising campaigns and educational actions in schools.

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Italy: development and promotion of multimodal transport, Paneveggio national Park

The Italian demonstration site was the Natural Park %Paneveggio Pale di San Martino+ situated in the Italian eastern Alps. On the basis of a thorough analysis and a user survey, the public transport network could be optimised and park&ride facilities improved. The sustainable mobility options were promoted using a destination map and awareness raising campaigns through tourist channels.

Green corridors



Vilnius, Lithuania: green tourist routes inside the city and towards the tourist attractions in the outskirts

The aim of the Lithuanian demonstration in STREAM was to defend, develop and promote sustainable mobility corridors leading from the city center and the other residential areas to the suburbs. Cycle, walking and water transport routes were identified, discussed with all relevant actors and integrated in tourist packages. Several awareness campaigns, public hearings and testing events were organized.



West-Flanders, Belgium: a corporate image and a tourist map for a cycling corridor using old railway tracks

Cycle corridors along rivers, canals and on old railway tracks are the backbone of the recreational network in the province of West-Flanders. Within STREAM, a corporate identity and communication strategy were developed for one of these corridors. Different elements along the greenway reflect this image: a resting place, cycle parkings, milestones, crossings, information panels ÷ The possibility of combining public transport and cycling or walking is a key element.

Austria: special bus lines (including electric vehicles) for hikers to remote areas of the Lungau-Murau-Nocky mountains



Type of environment:
nature recreation

Partners involved:
Austrian Mobility Research, Steiermärkische Landesbahnen (STLB) (public transport company), Ferienregion Lungau (tourist organisation), adc LUNGAU Antriebstechnik (responsible for electric vehicles).

The Austrian project took place in the Austrian Alps, in the region of Lungau-Murau-Nocky Mountains, which covers parts of the three Austrian provinces of Salzburg, Styria and Carinthia. The aim of the Austrian demonstration was to encourage both visitors and inhabitants of this region to use public transport for tours within the region, and make car-free excursions and hiking-tours.



This area is a sensitive alpine landscape and part of two national parks (Hohe Tauern and Nockberge), three natural parks (Riedingtal, Sölkta, Grebenzen) and several nature-protection-areas. Tourism is an important economic factor in this region, but at the moment the area is not so well known and no mass-tourism takes place there. The tourism managers of the region try to encourage soft recreation and sustainable tourism. About 700.000 bed-nights are approximately spent in the Lungau-Murau-Nocky Mountains region in summer.

Completing existing public transport with special tourist buses to remote valleys, including quiet electric vehicles.



The so called 'Tälerbus+' (valley bus) provide access to starting points of popular hiking tours and mountain huts. The map above shows the bus routes. The normal public transport lines are colored green and light brown, the special bus lines are marked as dashed lines (green for 'normal' propulsion vehicles and blue for electrically propelled vehicles).

The planning of the special tourist routes, the coordination with already existing public transport, operation and maintenance of the vehicles, driver selection and training took place during summer 2007.

Some examples of results of the project STREAM in 2007-2008:

Riedingtal . operated within the SVV (public transport company of Salzburg). In 2008 the bus into Riedingtal had about 14.000 passengers, which is the best performance since 2003.

Weißpriach . this line was operated by the ÖBB (railways) on demand. The number of passengers rose from 199 to 224 in 2007. One of the reasons of success is that ordinary car transport has to pay a road charge to access this valley, and the bus is exempt of this toll. The line to Weißpriach was integrated into the SVV network in 2008 and 2 extra journeys were added, all of which lead to a good increase of passengers.

Sölktäler . this special bus line was converted into an ordinary public transport line operated by the StLB (public transport company of Styria).

Nockberge . the ÖBB-Postbus operated this line bus from 2008 on. The VVK (public transport association of Carinthia) included the special bus lines forming the %Nockbergbus+ into regular operation on the basis of a 5-years contract. This contract both settled operation and financing (good partnership between the STREAM partners, Großglockner Hochalpenstraßen AG, ÖBB Postbus, Lungautakt and Kärntner Verkehrsverbund). It is already integrated into the timetable information and in the future will also be integrated in the tariff system. The times of operation were enhanced from 3 to 5 days and a new vehicle was bought (25 seats, conventional propulsion).

Unfortunately, the line **Muhr / Sticklerhütte** was cancelled in 2008 because of %oad-pricing-issues+. The free use of the toll road was not negotiated in time for the season.

jeweils herauszufinden, ob Sie beispielsweise die Bus für die Rückfahrt nicht und sicher anzukommen. Als Faustregel gilt pro Wanderstunde in der Ebene 4 km und auf Steigungen etwa 300 Höhenmeter schätzungsweise. Bei guter Reaktion und schönem Wetter (Morgenluft) kann man in einer Stunde durchaus 400 Höhenmeter bewältigen, während bei Hitze und Müdigkeit auch 200 Höhenmeter oft kaum zu schaffen ist. So Gewitterschauer nicht nur unangenehm, sondern auch gefährlich. Aus diesem Grund kann man auch die Empfehlung ableiten, größere Wanderungen möglichst früh in der Regenzeit zu beginnen, um bei Einsetzen der Tagelichter die Chancen des Aufstieges schon weitgehend hinter sich zu haben. Mit diesen Hinweisen kann jeder seine individuelle Vorbereitung besser einstellen. Es empfiehlt sich, dies bei den ersten, leichten Wanderungen zu erproben, um die entsprechenden Wanderungen schnell planen zu können. Jede Wanderung setzt die Nähe einer Wanderbahn und eine entsprechende Ausstattung voraus. Nennen Sie bitte den Leiter der Tour, das heißt, den Verkehrsmittelanbieter, und was Sie mitbringen müssen, und er wird Ihnen dies möglichst bei Bedarf rechtzeitig per Fax, E-Mail oder über das Internet mitteilen. Bei Fragen gehen Sie bitte zu den Tourveranstaltern. Bei der Verwendung der Wanderkarte für die Langgauer Lärntalbusse (Preis € 1,50) € 10,00 wird die jeweilige Tour entsprechend bilanziert.

Elektrofahrzeuge
 Erleben Sie den Riesensee bei Gaislach und umgebenen Tal mit einem Elektrobus (ca. 20-30 Plätze) in Langgauer Busse und verbindet Sie das mit neuen Technologie.
 Anmeldung: Langgauer Busse, 044843200
 Gaislach, Tel. 044843200, Fax 044843200
 (Mo - Fr 8-12 u. 14-17 Uhr u. Sa 9-12 Uhr)
 Langgauer Lärntalbusse, Tel. 044843200 oder 217

Informationen: Postbus Tamsweg 0474/2213
www.beiinfocenter.com, www.langgauer.com
 Tälerbusse sind kostenlos (in den Infoseiten).
 Aktuelle Tierschutz-Abfahrtszeiten für jede Gemeinde entnehmen Sie bitte dem Beibehalten, welches in jeder Tourismus-Infoseite im Langgauer aufgeführt.



Electric vehicles in combination with hiking tours



Integrating the special bus routes in tourist packages.

It was tried to elaborate car-free holiday packages including the special bus routes. More precisely, the partnership tried to integrate the special bus services in the packages *%Merle der Alpen+* (alpine pearls), Salzburg Land Card and *%Holzweltcard+*.



Auf unseren Lungauer Almweiden wachsen zahlreiche Enzian- und Orchideenarten, Disteln und vieles mehr. Erleben Sie Flora und Fauna und tauchen Sie bei zwei geführten Bergsee-Wanderungen in Märchen, Mythen und Sagen ein.

Angebot:

- 8 Übernachtungen inkl. Halbpension im *** Gasthof/Pension
- 1 Übernachtung auf einer gemütlichen Almhütte mit Abendbrot, Almf Frühstück & Wanderpause
- 2 sagenhafte Bergsee- und Hüterwanderungen mit fachkundiger Begleitung
- Salzburg Land Card

Die schönsten Sehenswürdigkeiten und Ausflugsziele in Stadt und Land Salzburg mit einer All-Inclusive-Card

- Berg- und Talferren
- **Talferbus**
- Dampfzugfahrten
- Freizeiteinrichtungen (Schwimmbäder, Villalzentrum Sansonn, Minigolf, ...)
- Burgen und Museen
- uvm.

%Tälerbus+in tourist packages

ab Euro 319,- pro Person

But because the town San Andrea didn't become an *%alpine pearl+* in 2008, the integration in this package had to be postponed. The combination with *%Holzweltcard+* and *%Salzburg Land Card+* was promoted, but the tariff integration was not realized in 2008.

Integration of the special bus services in the public transport and tourism information and promotion

The timetables and routes of the special tourist public transport were integrated into existing online passenger information systems. Sölketal was included first into the online information system. Nockberge and Lungau followed in 2008.

The services were promoted via tourist channels addressing tourist-agencies and hoteliers.

At a meeting of the regional public transport officials on the 5th of July 2007 it was decided to install a joint information centre for the region Murau-Kreischberg. Another agreement was that all means of public transport were to be included and promoted as part of the holiday-packages. The project has also been integrated in the tourism promotion project *%Salzburger Almsommer+* in 2008.

Among the existing series of publications *%biking with public transport+*, a folder is dealing with the Muraltbahn (railroad). This folder also includes information about the special bus lines.

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Furthermore, specific promotion actions took place.

In 2007, there was one on the international day of the family on the 20th of May (start up event for the special bus lines including a testride with the bus) and one at the Familien und Kinderfest+ (party for family and kids) on the 12th of August. The special bus lines were also presented on several meetings in 2008.

Most important achievements of the Austrian project:

- some of the new tourist bus lines have been implemented in the regular timetables of the public transport company and others achieved a longer lasting (medium-term) contract;
- the full integration of the lines in the regional and trans-regional timetable information systems;
- a visible increase in the number of users of the special routes.

Belgium, Flanders: Development and implementation of a mobility policy for 17 tourist destinations

Type of environment:

nature and recreation areas, beach tourism

Partners involved:

Traject, supported by Toerisme Vlaanderen and the Province of East-Flanders



A recent study from the Flemish Ministry of Tourism pointed out that only 5% of the visitors of tourist and recreational destinations come by green modes, although most of the destinations can be reached easily without a car. A quick overview of information brochures and websites shows that for most of the destinations only car accessibility is explained. This demonstration was about the introduction of (the) sustainable mobility (reflex) in the management of recreational destinations both on the Belgian seaside and in the rest of Flanders.

One recreation park, the Puyenbroeck park in East-Flanders (near Ghent), which already had a mobility plan, served as pilot project.

Attracting managers of tourist destinations

In a first phase, managers of tourist destinations have been contacted in order to present the possibility of co-operating in the STREAM-project. This marketing effort was done in close co-operation with the Flemish Tourist Board %Toerisme Vlaanderen+ and the non-profit organization %Toeristische Attracties+(organization of tourist attractions).



After this mobilization effort, and apart from the pilot site of Puyenbroeck (0 on the map), 16 destinations, among which 3 coastal destinations, have agreed to co-operate in STREAM:

1. Sports and recreation park Raversijde (coast)
2. Het Zwin (nature park at the coast)
3. Olopsaland+De Panne (attraction park at the coast)
4. Recreation park De Lisse Bergen+, Lille (Province of Antwerp)
5. Sports- and recreation park De Ster+, Sint-Niklaas
6. Planckendael, a zoo and recreation park (Mechelen)
7. Human Rights Memorial Monument Fort van Breendonk+
8. De Schorre+(provincial recreation park, Province of Antwerp)
9. Museum for Central Africa (Tervuren)
10. Sports- and recreation park Luisbos+(East-Flanders)
11. Boudewijn Seapark+(recreation and attraction park in Brugge)
12. Arboretum+Kalmthout (Garden Park)
13. Europlanetarium+(Planetarium in a nature park)
14. Bobbejaanland+(attraction park, Province of Antwerp)
15. Sports- and recreation park Halve Maan+(Province of Vlaams-Brabant)
16. Sports- and recreation park De Nekker+(Mechelen)

Developing a mobility policy for 16 attractions

In a second phase, the 16 newly attracted recreation sites were consulted to develop a mobility policy. More precisely, the following services were delivered:

- tailor made multimodal accessibility information for website, brochures and other carriers promoting the recreational site. This information highlights possibilities for soft mobility (bicycle, bicycle & train, bicycle & tram, park & bike)
- analysis of the mobility and accessibility situation of the site, in view of a tailor made set of recommendations, including cost-benefit calculation, on how to increase the part of green modes in modal shift by implementing soft and cheap actions

Where necessary, on site surveys were conducted in summer 2007 in order to define the existing mobility patterns.



Tailor made access map

Assistance in the implementation of pilot actions

For some more advanced sites, like the pilot site Puyenbroeck, specific assistance was given for the implementation of actions:

- identification of cycle routes for tailor made information and signposting;
- transport information centre in the high season;
- testing a sustainable tourist package: bicycle + electric boat + tourist train at Puyenbroeck recreation park;
- development of a sustainable mobility package for event organizers at Puyenbroeck and De Schorre: sustainable parking plan, including bicycle parking facilities, dedicated bus services, carpool matching, information service.



Temporary bicycle parking and successful package including electric boat at Puyenbroeck+recreation park

Awareness campaign í the nicest wayî

All 17 destinations have participated in a general awareness campaign to the Flemish public in summer 2008. The campaign was about the results of the STREAM-approach in Flanders and sustainable mobility for recreation in general. Every week during July-August 2008, 2 attractions were highlighted, events were organized at the sites and a lottery was organized among visitors coming to the site by sustainable transport means. Several mass media channels were used to attract attention to the event:

- national media. During 8 weeks in July-August 2008, the tourist show *Wvlaanderen Vakantieland* of the national network *Wén* gave special attention to the 2 attractions of the week and the campaign in general;
- the campaign website www.deleuksteweg.be with also a specific lottery linked to it and all the access information of the 17 sites;
- the promotional channels of the attractions and the project partners (Provinces and Tourism Board of Flanders). Links to the campaign were put on the websites of the partners;
- the promotional channels of the National Railway;
- flyers and postcards distributed by promo teams at the entrance of the sites.



The campaign on the website of a popular attraction, campaign flyer and campaigning team in action

The evaluation showed that 42.451 people visited the attractions and met the promoteteams. 1.903 visitors came to the attractions by a sustainable means of transport during 1 of the campaign weekends and participated in the lottery contest.

Most important achievements of the project Belgium - Attractions

- the implementation of a new dedicated bus line to the Puyenbroeck park;
- a comprehensive campaign has mobilized media and the public of the attractions and contributed to awareness and real behavioural change;
- the project has inspired not only attraction managers but also Flemish Region policy makers to integrate sustainable mobility for tourism in their policies.

Lesson learnt:

Some attraction managers are difficult to convince to operate real changes. A legal framework would probably generate more concrete actions.

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Belgium, West-Flanders: a corporate identity and a tourist map for a cycling corridor using old railway tracks

Type of environment:

green corridors

Partners involved:

Westtoer, supported by the Province of West-Flanders



Cycling is one of the most important leisure activities in the province of West-Flanders. Together with the provincial government, Westtoer developed a supply of recreational cycle possibilities in West-Flanders. Beneath the creation of new cycle products, Westtoer wants to invest in the development of the recreational network. Old railways tracks (green corridors) and cycle paths along rivers and canals (blue corridors) can be seen as the backbone of the recreational network.



5 important criteria to meet in the development of the recreational greenway project

- **Accessibility** : The old railway tracks have always been the connection between towns and villages and towards the countryside. Although this function has been lost, as cycle paths, these old railway tracks can be seen as a new safe connection from the village to the country side.
- **Durability** : The cyclists need a level of comfort provided by the quality of the tracks and cycle paths.
- **Identifiable** : The green axes are spread all over the province and create a network of more than 100 km of cycle paths. It's a challenge to create an identity for these green axes so that they will be easier to recognize.
- **Discovery** : The green axes are an opportunity for the cyclist to discover different types of landscapes, forgotten cultural heritage, villages ò The discovery element can be upgraded by adding certain elements to the cycle tracks.
- **Communication** : The old railway tracks are not very well known by the cyclists. Therefore, communication and signposting are very important.

Creating a corporate identity

Within the STREAM-project, Westtoer and the Province of West-Flanders have created a corporate identity for the old railway tracks in West-Flanders. The pilot project focused on the old railway track between Ostend and Ypres. This track was chosen because it contains the landscape types of the province. The corporate identity was the result of a long and interesting process.

In January 2007 a tender was written out to find a landscaping office which could design the corporate identity for the old railway track. Four bureaus were chosen out of seven. They were invited for a briefing and following this briefing one office was selected.

The selected design was based on the look and feel of an old railway track, using concrete in combination with industrial paint. On the basis of this design, the landscape architects designed different elements which could be used along the railway track, like: a resting place, cycle parking, milestones, crossings, information panels ò



The Stream Project : Communication

The green and blue cycle axes, along rivers and canals and on the old railway tracks, can be seen as the backbone for the recreational network in the province. This backbone is not only a recreational but also a natural network. In the communication about it, the attention will not only be drawn on its functional aspects, but also on its importance for recreation and nature in general, as a slow mobility network between the different local cities in the province. The possibility of combining public transport and cycling or walking is one of the most important elements.

The Stream project : Results

Westtoer created the idea of a green-blue network a few years ago. The Stream project was the key to start up the realization of this network. By convincing the province to get in this project and by creating and discussing the corporate identity of these railway tracks, Westtoer took the opportunity to develop a plan for this network. The plan was discussed with the province and resulted in a financial commitment for the application of the corporate identity on all the railway tracks in the province.

Most important achievements of the project Belgium . West-Flanders cycling corridor

- Creation of a corporate identity for the cycle routes;
- Commitment of the Province of West-Flanders to invest in the actions for the next 4 years.

Lesson learnt:

The cost-effect relation can be substantially improved by combining functional and recreation purposes of one cycle corridor.

Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz



Type of environment:

nature

Partners involved:

ASM

The Łagiewnicki Forest is a large (1205,45 ha) urban forest in the city of Lodz in Poland.

The aim was to promote sustainable mobility for trips to this natural park from the whole surrounding region and mainly the city of Lodz. More precisely, a combination of a visit to the park with one to a new culture-trade-entertainment centre "Manufaktura" - one of the largest centers in Poland and in Europe - was promoted. This action was at the same time an opportunity to raise awareness on sustainable mobility in general.

Preparation and mobilization phase

In the beginning, a lot of effort was put in the mobilization of the project partners. Then, mainly in co-operation with the Lodz city road and transport management, possible actions were identified. It was decided in the course of the project that most of the STREAM-actions would be organized within the European Mobility Week in Lodz in 2008. ASM found regional NGO partners ready to help implement the actions. About 13 organizations supported the project financially and/or organizationally.



Education and awareness raising actions

During the European Mobility week in 2008, the combination, in one day trip, of a visit to the Manufaktura centre, with a visit to the forest, was promoted. A direct bus connection was put in place.

Several promotional events were organized to attract attention to the sustainable transport solutions to and at the site:

- Bike show with information stand on STREAM at the Manufaktura site,
- Bike sightseeing tour in the city of Lodz in order to raise awareness,
- Bike rental service at the ýagiewnicki Forest,
- Movie exhibition concerning transport issues at the ýagiewnicki Forest.

Intelligent Energy Europe Stream eaci

Projekt jest finansowany przez Unię Europejską w ramach inicjatywy Intelligent Energy - Europe (IEE)

SERDECZNIE ZAPRASZAMY DO WZIĘCIA UDZIAŁU W AKCJACH ORGANIZOWANYCH W RAMACH PROJEKTU: STREAM „Zrównoważona turystyka i rekreacja jako sposób na promowanie alternatywnych środków transportu”

www.lee-stream.com/polski

Zawłącz projektów:
Austria, Belgia, Bułgaria, Litwa, Portugalia, Włochy, Polska - miasto Łódź

Główny cel projektu:
promocja zrównoważonego transportu poprzez turystykę i rekreację oraz akcje edukacyjne dla dzieci i młodzieży

CÓŚ ZRÓWNOWAŻONEGO DLA DUŻEGO I MAŁEGO CZYLI..... AKCJE W RAMACH PROJEKTU:

15.09 - 19.09: Cyfrowy i zrównoważony transport? Lekcje edukacyjne dla 20000 dzieci i młodzieży zrównoważonego transportu prowadzone przez Leńbátwo niejkie, Arturówk.

21.09: Naczo miasto wiatrowe z dwóch stron. „Zobókanie Łódzi na rowerach, start! Stary Rynek, godzina 10.00. Współorganizator: Fundacja Jagiełły

21.09: Najmieszni rowerowi? Zjedź się do nas! Wypożyczalnia rowerów oraz serwis rowerowy, Arturówk, godzina 10.00-17.00 Współorganizator: Cosmoimp.

21.09: Pokaz filmowy o tematyce rowerowej: „Wspódczyni w kawał” oraz „Alanta w ruchu”, Arturówk, godzina 10.00-17.00, start o godzinie 10.00. Współorganizator: Klub Piłki Siatkowej i Rekreacji w Łódzi.

21.09: Letnie wejście po mieście rowerem. Uruchomienie połączenia autobusowego Manufaktura - Arturówk. Współorganizator: Zarząd Drog i Transportu, Miejskie Przedsiębiorstwo Komunikacyjne.

21.09: Rower nie tylko do jeżdżenia? Pokaz akrobacji na rowerach BMX, Rynek Manufaktury, godzina 12.00 - 14.20. Współorganizator: Stowarzyszenie Alternatywna BMX, Manufaktura.

21.09: Ciężarówka w aktywności. Rozdanie nagród w konkursie fotograficznym „Ciepłoty transport szary, na czyste powietrze dla wszystkich”, Rynek Manufaktury, godzina 11.00 (w przerwie pokaz akrobacji rowerowych).

Koordinator regionalny projektu: ASM Centrum Badań i Analiz Rynku Sp. z o.o.

Partnerzy regionalni:

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Broader awareness raising actions

Apart from the specific actions around the mobility week, a lot of effort was invested in dissemination and education about the project and the STREAM-concept:

- The project was presented at different occasions to specialist on national and local level;
- Awareness raising surveys on mobility were organized among the people of Lodz;
- A lot of work was done with school children. ASM managed to integrate a specific education package on sustainable transport in the educational package proposed by the Lodz City Forestry for children in primary schools.

Most important achievements of the Polish project

- After the success of the education actions with children in ýagiwnicki Forest, the City Forestry decided to integrate the lessons in its educational package for children in primary schools;
- Awareness has been raised in the City of Lodz among policy makers and the general public, and a large number of NGOŝ have participated in the project.

Lesson learnt

Communication on the national level contributed to mobilizing the local stakeholders.

Italy, Parco Paneveggio È Pale di San Martino: Development and promotion of multimodal transport



Type of environment:

nature recreation

Partners involved:

Oeko-Institut Suedtirol / Alto Adige, Supported by Natural Park "Paneveggio Pale di San Martino"

The Italian demonstration site is the Natural Park Paneveggio Pale di San Martino situated in the Italian eastern Alps. The 197 sq km Park includes essentially three geographical landscape units: the big forest of spruce firs; the Dolomitic complex of Pale di San Martino and the eastern part of the large porphyry chain of Lagorai.

The Park covers the territory of 9 communities. The region covers about 600 sq km with approximately 16.000 inhabitants. The area is characterized by sensitive alpine landscape which is important for local tourism. The village of San Martino di Castrozza, surrounded by the Park, has initiated its tourist activities already in the middle of the XIX century, becoming one of the most popular destinations in the Alps.

Each year, especially during the winter and the summer seasons, more than 376.000 tourists visit the region, spending about 2.700.000 nights. Moreover the area is important for day tourism, considering that it is easily reachable from bigger cities in the Po Valley.

Adapting public transport to tourists needs (time scheduling, frequencies, lines and modes coherence, information)



For 9 routes, an analysis of stops, schedules and timetables has been carried out for example on missing or less efficient links. On the basis of a SWOT-analysis, proposals for improvement and optimization of the routes in the summer season 2008 have been proposed to the park management. After discussion, they have been accepted. As a result, the routes have been optimized and the information was adapted.

In co-operation with the local stakeholders (representatives of hotel and restaurant sector, local tourist board) a proposal for the implementation of a new bus route for the summer of 2008 was also worked out.

A questionnaire has been developed and more than 900 interviews have been made among tourists in summer 2007. The survey provided the park management to have more knowledge about:

- Types of visitors;
- Mobility motivations and transport behaviour of park guests;
- Attitude regarding current and possible sustainable mobility initiatives in the Park.

Identification and promotion of activities and destinations that can be done/reached using sustainable mobility

Once the gaps in the transport system were identified and strategies elaborated for its improvement, it was important also to develop alternative activities and destinations in the park area, in order to make public transport more attractive. The most logical activities, especially in summer time, are cycling (more difficult in this mountain area) and hiking.

For the development of alternative destinations, an important opportunity was the presence of anthropological points of interest in different parts of the park. This made it possible to develop %ulture + nature+hiking trails.

Development of a "destination card" (including a "destination map")

On the basis of the identified routes and destinations/activities, a destination map was created, containing:

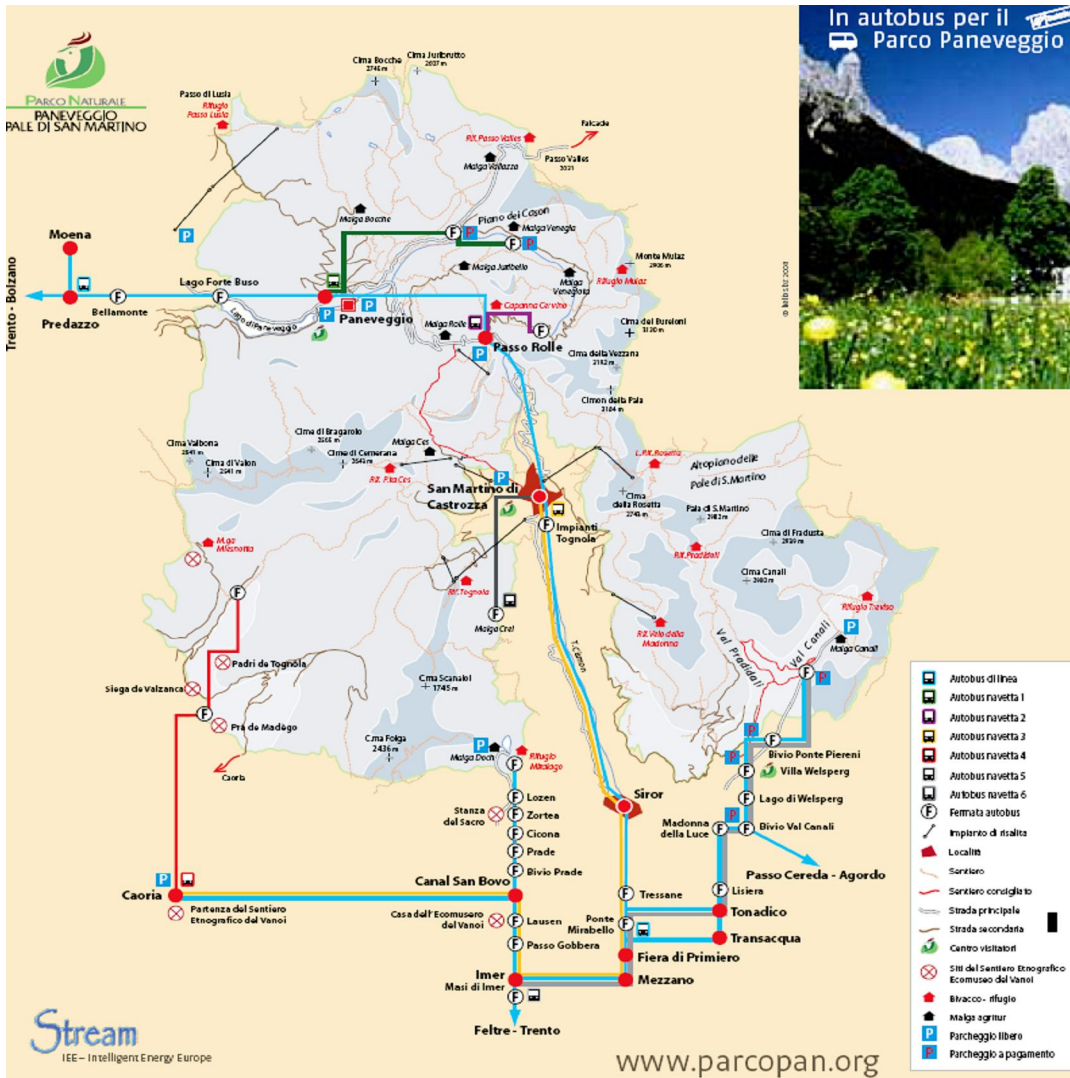
- The existing bus routes
- The main destinations + activities (hiking trails)
- The main intermodal nodes

The main ideas underlying the destination card were:

- The importance of communication in the promotion of sustainable mobility. It is necessary not only to develop useful services, but also to promote them and promote the connected activities;
- The information needs to be clear and it should be very accessible: this is the reason why, for the development of the destination card, a special z-card format has been chosen;
- The information should be condensed and homogeneous: the destination card not only contains the map, but also all the timetables, useful information about sustainable mobility and the logo of the park and the STREAM project.

This way, the Destination card is only the first step towards the promotion not only of sustainable mobility behaviour, but also of the Park itself as a sustainable tourist destination. The card was distributed at the main locations of the park and at the main intermodal nodes.

Stream



The destination card that can be folded to a handy format.

Optimization of some multimodal nodes of transport interchanges within the park

The main aim of this part of the project was the promotion of intermodal nodes as a way to foster sustainable mobility. Proposals for the improvement of existing multimodal nodes and the creation of new areas have been proposed to the park. Awareness has been raised among the project partners about the importance of multimodal thinking. The implementation of some proposals is likely to have a start in 2009.

Most important achievements of the Italian project

- The implemented shuttle bus service which will continue its services also in summer 2009;
- The realization of the destination card with shuttle bus routes and tips for sustainable mobility;
- The Park management continues developing new actions on the basis of analyses done during the project.

Lessons learnt:

- The importance of a good and comprehensive communication strategy;
- The need to think in a multimodal way;
- The necessity of a corporate image for green routes.

Lithuania: a soft mobility corridor in the center in Vilnius City and to the surroundings

Type of environment:

green corridors

Partners involved:

Vilnius Gediminas Technical University (VGTU)

Vilnius City Healthy City Bureau



In and around Vilnius city, numerous sites of recreational, cultural or natural interest are within reach for pedestrians and cyclists. But both residents and visitors mainly use the car to reach these leisure destinations. The Neris River is an important green corridor going through the centre of the city and connecting it also to the surrounding region as a belt of green recreational spaces. Unfortunately, at the moment this green belt is very weakly used for recreation and there are missing links between the inner city recreational areas and those outside.

The aim of the Lithuanian demonstration in STREAM was to defend, develop and promote sustainable mobility corridors leading from the city center and the other residential areas to the suburbs.

Identifying and planning green routes

In this phase, inner city green corridors and connecting routes to the outskirts (and to international cycling routes, Eurovelo 11) were identified.

A selection of possible routes was made, taking into account the availability of space, the character and quality of landscape and legal aspects of planning. After site visits and discussions in a working group, 3 sections were selected for further planning, all three with specific characteristics.

- Vilnius to Kernavė : suitable especially for canoe-hikes;
- Kernavė to Trakai: for cycling;
- Trakai to Vilnius: by regional train, by bicycle or walking.

For these sections, concepts of feasible and sustainable recreational routes were developed.



Obtaining political and public support for the conservation and further development of the soft mobility network

The concept plan of soft mobility routes was drafted by the VGTU team and presented in a project team meeting held at Vilnius City Hall. Meetings with representatives of NGOs, the city and the tourist sector took place in order to obtain support for the concepts.

On the basis of all these contacts, the Concept plan was improved, corrected and updated following the received reactions, advice and remarks.

Furthermore, several public meetings were organized, with citizens of 3 neighbourhoods and of youth organizations.

Development of sustainable tours

On the basis of the identified promotable networks, specific sustainable tours were integrated in the Vilnius city tour catalogue.

A pilot project was already carried out under the form of a water sports event on the Neris River in September 2007.

The testing of a complete package took place on June 7, 2008. A group of cyclists started from Vilnius City downtown and headed to the recreation destination Valakupiai beach in the city outskirts, along the Neris River. Having arrived there, and after a break, the participants transferred to canoes on the Neris River, heading back for a beautiful hike back into the city centre. An event was organized at the arrival point. The whole action was filmed and photographed and the event was covered by local media.

Stream

Awareness and promotion actions for the use of the soft mobility routes and for sustainable transport for recreation in and around Vilnius city

In 2007 and 2008, video-clips about the STREAM-project have been developed and broadcasted.



Some shots of a video-clip

The soft mobility packages were promoted at tourist offices active in Vilnius region, in order to put these new products in the market. Intensive communication activities were undertaken for the announcement and coverage of the two pilot projects, the water sports event on the Neris River in September 2007 and the testing of the bicycle+boat package in June 2008.

Most important achievements of the Lithuanian project:

- Soft mobility routes have been developed and integrated in the planning documents of the City;
- A tourist package % Sightseeing Water Route Along Neris River+, including the use of movable piers has been developed and tested;
- A lot of successful awareness raising activities have taken place.

Lessons learnt:

- it is important but sometimes difficult to gain the support of the local stakeholders. Fortunately, in Lithuania, the City the most important stakeholder was one of the project partners;
- for new concepts like the STREAM-idea, working with families and children is a very promising approach.

Portugal: bike and boat for the link between Lisbon city and the Costa da Caparica



Type of environment:
beach recreation
Partners involved:
AGENEAL

Almada is a Portuguese Municipality located on the left bank of River Tagus, across from Lisbon. It has 160.000 inhabitants living on 72 km². It's linked with the Portuguese capital by a 3 km suspended bridge for cars and trains and two regular boat lines.

In spring, summer and autumn time Almada's 13 km of seashore, Costa da Caparica, are the first choice destination of the Great Lisbon population searching for beaches. This can create a severe mobility problem, because boats and trains cross the river linking central Lisbon to urban Almada, but not to the beach areas. This means that most people cross the bridge by car to get to the beaches. This bridge, which has already around 160 000 vehicles per day, gets really crowded on weekends and summer days and the 20 km ride can take up to 2 hours.

The environmental and energy impacts of this amount of cars are obvious. Adding to air quality and noise problems, cars park near the delicate dune system that protects land from the ocean invasion, damaging the flora that sustains the dune and thus making it fragile.

The aim of the STREAM-project in Portugal was to create and promote a sustainable alternative for the trip from Lisbon to Costa da Caparica beaches, developing a combination of cycling with a boat transfer: a bike&boat system.



Developing Boat&Bike & Bike&Ride systems

The idea is to allow people to come from Lisbon to the beaches of Almada, in Costa da Caparica, using the bike, doing it in a fun, comfortable and cheap way.

The concept of Boat&Bike (target group . Lisbon citizens), means taking your bike on the boat to cross River Tagus and then riding the bike from the boat harbor in Almada, at Trafaria, 4,5 km to the beach area, at Costa de Caparica instead of using a private car.

The concept of Bike&Ride (target group . Trafaria and Lisbon citizens) means taking your own bike or a rented one at Trafaria and ride it 4,5 km to the beach area instead of using a private car.

A cycleway is under construction to make this 4,5 km link between the boat harbor and the beaches. It will be finished in spring 2009.

During STREAM, the conditions for the combination bike&boat have been constantly improved:

- The price of transporting a bicycle in the Lisbon . Trafaria boat was 1.60 ", but co-operation with the boat operator lead to the abolition of the fare. From 1st Oct 2006 transporting a bicycle in any boat is free of charge;
- The maximum number of bicycles on board was extended from 6 to 10 (2007) and then to 15 (2008), and equipment for the accommodation is being chosen for installation;
- The boat harbor building was completely refurbished during 2008;
- A closed bike parking with video surveillance has been created inside the Trafaria harbor.

A finished part of the cycleway



The 1 800 000 Euro cycleway infrastructure between Trafaria harbor and Costa da Caparica has been awarded co-financing from the 7th Framework Programme for its intermodality value.

Getting used to the idea using a virtual cycleway

Although the bike &boat system already works, the partners decided not to start the campaign yet during the STREAM-project period because the bicycle track from the Trafaria Harbour to Costa da Caparica was not completely ready.

The campaign was replaced by a virtual version of the cycle path (a simulator, including local buildings, the boat harbour, the beach, etc.) which has had a lot of success in the schools and at public events. This engine is a way to learn people to see the bike as a normal means of transport.



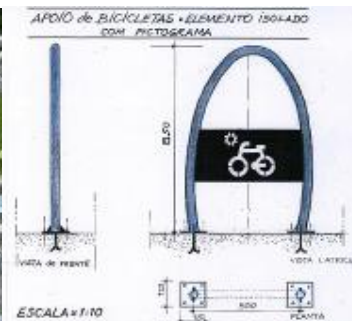
The virtual cycleway, a 3D simulator commanded by a real bicycle was developed by local institutions. It is an interactive equipment that promotes the use of the cycleway and the boat for touristic journeys. The Virtual Cycletrack has already been used at different exhibitions and for several educational activities.

Developing bike parking facilities

An Almada Bike Parking image was created and a prototype was designed and constructed.

102 new bike parking spaces were created along the cycleway, 20 of them inside the boat harbor with restricted access and video surveillance. More parking spaces will be created at the beaches as soon as the cycleway construction is finished and an evaluation of the importance of the different beaches takes place.

A stair gutter to allow bicycles to be taken on the stairs to the beach area was also designed.



Development of bicycle relocation for the Bike&Ride systems

A bike rental service will be implemented with at least two rental spots, one at the boat harbor in Trafaria and one at the central beach of Costa de Caparica. The pendulum character of the trips to the sea coast, with most people going to the beach in the first half of the day and coming back in the second half, makes the renting bike system very inefficient if bike relocation is not addressed.

Therefore, a bike relocation plan for the Bike&Ride system was designed. Its application, in the scope of a rental bike system at both ends of the cycletrack (boat Trafaria harbor and beaches) has been included in the Almada City Council budget for 2009 and there is already a local bike shop who is interested in providing this service.

Promotion of the multimodal solutions at key spots

A Promotion Plan for the Boat&Bike system has been designed, including the design of specific communication materials, promotion in newspapers and radio-spots, as car drivers are a particularly interesting target group.

The strongest part of the marketing campaigns will start around the opening of the cycleway in spring of 2009, as the works are about to finish. Nevertheless, a lot of Boat&Bike promotion campaigns have taken place already:



General campaign about sustainable mobility

This action is addressed all year around in several events, but in particular during the European Mobility Week, which is a very important event in Almada. In 2007 and 2008, campaign actions included walking tours, cycling tours, sailing tours, health check-ups, bicycle check-ups, children visits to the public transport operators facilities, funny mobility for children, safe bicycle training for children, eco-driving training for adults, discussion forums, etc. During this event, the STREAM project and the concept of sustainable mobility for recreation received special attention the last two years.

Most important achievements of the Portuguese project:

- the bike&boat system is ready to be promoted and used on a larger scale once the cycle track from Trafaria harbour to the beaches will be completely constructed;
- an innovative way of promoting the cycle has been developed in the form of a Virtual Cycleway which will continue to be used for bicycle promotion.

Lessons learnt:

Bulgaria - Special tourist packages for day trips aiming at visitors of the coastal region



Type of environment:

beach recreation

Partners involved:

Union of Bulgarian Black Sea Local Authorities (UBBSLA)

Bulgarian Black sea municipalities have limited experience and knowledge about sustainable mobility. Therefore, the Bulgarian pilot actions in the STREAM project were in the first place aiming at the promotion and popularization of the concept of sustainable mobility. The process started with the establishment of a working group with representatives of the main local stakeholders, and a lot of consultation and awareness raising activities.

Finally, green transport routes for citizens and tourists were developed, implemented and promoted for three selected pilot sites, all three protected areas in the Black Sea coastal zone:

- Baltata Area next to the Albena Tourist Resort (Balchik Municipality);
- Atanasovsko Lake next to Bourgas (Bourgas Municipality);
- Standing Stones (Aksakovo Municipality).

Mobilizing stakeholders

The following steps were taken in the preparation phase:

- Review of the municipal development plans of the three pilot municipalities, in order to analyse how tourist development is presented and to identify opportunities for STREAM.
- Review of the three municipalities' physical opportunities for development of sustainable alternatives.
- Organization of three brain-storming sessions on developing concrete green transport solutions for the pilot municipalities with municipal experts, spatial planning experts and transport experts.
- Three public hearings and press-conferences in the pilot municipalities.
- Adaptation of the plans following the results of the consultations.



In a second phase, the STREAM actions were developed in co-operation with all the stakeholders:

- regional and local authorities,
- the tourist sector,
- local citizens.

The most crucial partners were municipal administrations of the selected pilot sites. They provided experts in spatial planning and transport planning.

A bicycle route to and eco-trails in Atanasovsko Lake area, Bourgas

The analysis of the physical opportunities for development of sustainable transport alternatives showed that the Atanasovsko Lake site is accessible only by on demand bus service. Complementary to that, the STREAM-team developed a "green corridor" connecting the main multimodal transport centre of the City of Bourgas with Atanasovsko lake. A cycle route of more than 8 km was marked and signposted. This is now the first marked bicycle route in Bourgas.

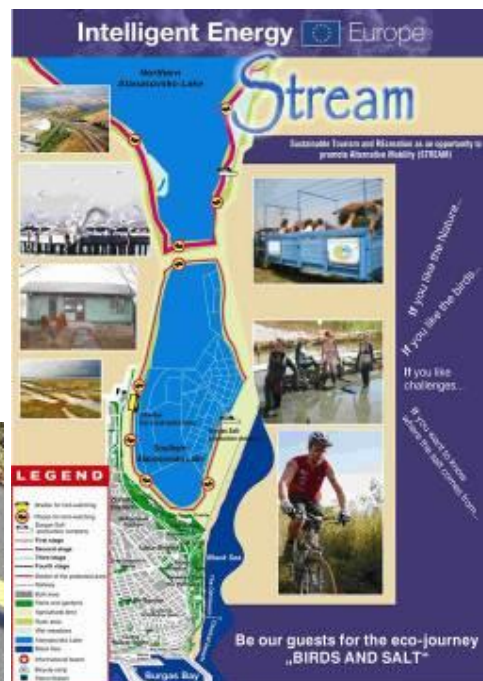
On the territory of Atanasovsko Lake, 3 ecological trails were identified:

- "Green eco-path" showing the biological diversity of the protected area;
- "White eco-path" the discovery of a unique salt production method;
- "Red eco-path" about the healing potentials of mud and brine.

These trails can only be done walking, cycling or using a traditional salt train.

The cycle route in Bourgas was officially opened in December 2007. A crucial element in the success of the project was the strong support of the Municipality of Bourgas.

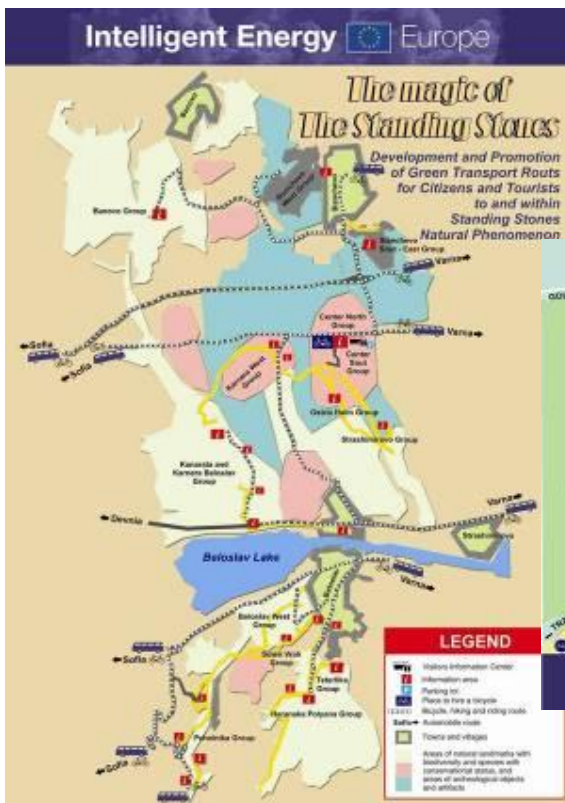
Green routes on the site (including the eco-tourism product called eco-journey "Birds and Salt") were developed in collaboration with the Regional Inspection on Environment and Water (RIEW) - Bourgas and the Salt production company "Chernomorski solnitzi" AD.



Promotion of 'Green transport packages' for the three sites

Info-packages have been developed for distribution among tour-operators, tourist agencies, hotels, and tourist information offices in the Black Sea region. They contain

- an information brochure, presenting the sites, the sustainable transport options to the site and green routes on the site;
- access maps;
- a poster promoting sustainable mobility in the Bulgarian Black Sea Region;
- flyers promoting the concept of sustainable mobility to recreational destinations and for recreational purposes.



Information and promotion campaigns

A concept was developed for the promotion and communication about the sustainable transport solutions to the three sites, aiming at international and Bulgarian tourists, residing in the Bulgarian Black Sea region, as well as local people.

Short resumes of the project in Bulgarian and English were sent to all identified stakeholders.

A special website (<http://www.ubbsla.org/stream>) was designed for the project. It contains information about the project and running activities, information about sustainable access to the sites, promotion and information materials.

Because of the importance of awareness raising and promoting the concept of sustainable mobility, many expert meetings, presentations, public hearings etc. were organized throughout the project.

The packages for all three pilot sites were presented at regional tourist fairs and exhibitions.

In Bourgas, two special promotional events were organised :

- Carfree day and testing of the cycle route in the International Mobility Week;
- Journalism contest around the eco-trails in Atanasovsko lake for students from Bourgas schools.



Most important achievements of the Bulgarian project

- The marked cycle route in Bourgas and the soft mobility routes in Atanasovsko Lake area;
- The development of promotable tourist packages explicitly including (multimodal) mobility TO and AT the sites;
- In general: the increase of the acceptance of cycling in the Black Sea Region.

Lessons learnt:

A legal framework, compelling tourist destinations to work on mobility (information), would increase the interest for sustainable mobility solutions.

Main achievements of STREAM



Nature & recreation areas

Austria:

Special tourist routes to remote valleys in the Lungau-Murau Nocky Mountains were created and integrated in the normal public transport supply and timetables, as well as communicated through tourist channels. Visible increase of the number of users could be demonstrated.

Belgium:

A mobility policy and access information has been developed for 17 attractions. For one recreation park (Puyenbroeck), several new mobility packages have been tested and a special bus line was created. Finally, a comprehensive campaign has mobilized media and the public of the attractions and contributed to awareness and real behaviour change. The project has inspired not only attraction managers but also Flemish Region policy makers to integrate sustainable mobility for tourism in their policies.

úód , Poland:

The road management authority, the forest authority and several NGOs were successfully mobilised to participate in the project aiming at promoting sustainable mobility to a local forest and a shopping centre. Several awareness raising, testing and education actions were organised mainly around the mobility week of 2008. Education actions in schools were particularly successful. The concept of STREAM is also included in the forestry education package.

Italy, Natural Park Í Paneveggio Pale di San Martino :

On the basis of a thorough analysis and a user survey, the public transport network could be optimised and park&ride facilities improved. The sustainable mobility options were promoted using a destination map and awareness raising campaigns through tourist channels.

Stream



Green corridors

Vilnius, Lithuania:

In close co-operation with all stakeholders, the Lithuanian STREAM-partners have identified, defended, designed and promoted green tourist routes inside the city and towards the tourist attractions in the outskirts of Vilnius. Cycle, walking and water transport routes were selected, discussed with all relevant actors and integrated in tourist packages. Several awareness campaigns, public hearings and testing events were organized. Especially actions focussing on families with children were successful.

West-Flanders, Belgium:

A corporate identity and communication strategy were developed for cycle routes using old railway tracks, important backbones of the provincial cycle network. The possibility of combining public transport and cycling or walking is a key element of this strategy.



Beach tourism

Almada, Portugal:

The combination of cycling to the harbour, taking the boat to cross the river Tejo and - using a new cycle route to the beach - has been developed for trips from Lisbon to Almada beaches. A virtual cycle route was used to promote the new cycle track from the harbour to the beaches.

Bulgaria:

Tourist packages including the use of sustainable transport modes were developed for tourist visiting the coastal region. The project resulted in the first cycle track in the city of Bourgas and increasing the acceptance of cycling in general. A lot of effort was also put in the gaining of support for the idea of sustainable mobility for tourism: public presentations to representatives of the tourism sector, at the National Tourism Exhibition, in the municipal EcoWeek.

A future for STREAM?

In all countries, the STREAM-project has initiated actions that will be continued in the future. An overview:

In Austria:

The special bus lines will continue to operate in the near future. STREAM has been very useful for overcoming difficult times for the lines in general:

- some special bus lines achieved a longer lasting (medium-term) contract;
- the full integration of the lines in the regional and trans-regional timetable information systems is a fact.

In Belgium:

STREAM has contributed to putting sustainable mobility for leisure on the agenda of policy makers:

- Toerisme Vlaanderen, the tourism authority of the Flemish Region, plans to realize a manual on sustainable mobility for tourist attractions.
- The STREAM-project has inspired the Flemish Climate Conference, which prepares policy targets for environmental actions tackling climate change.
- In 2009, the Flemish foundation for Traffic Studies integrates for the first time recreational traffic in its supply of trainings.

Direct results of actions and dissemination can be seen short after the project:

- Tourist attractions participating in STREAM are implementing more and more actions.
- Since Sept. 2008, there is a dedicated bus service from Ghent to the recreation park Puyenbroeck.
- Several event organizers as well as the City of Antwerp have initiated projects regarding sustainable mobility for events on the basis of the event package developed for Puyenbroeck.
- In West-Flanders, STREAM has convinced the Provincial authorities to invest for the next 4 years in the corporate image for the cycle routes.

In Poland:

After the success of the education actions with children in ŷagiewnicki Forest, the City Forestry decided to integrate the lessons in its educational package for children in primary schools.

Awareness has been raised in the City of Lodz among policy makers and the general public, and a large number of NGOs have participated in the project.

The project has been thoroughly communicated on a national level.

In Italy:

The actions realized during the STREAM-period will continue:

- The implemented shuttle bus service will continue its services also in summer 2009.
- The destination card will be distributed also in summer 2009.

A new round table with local stakeholders (tourism board, hotels) has been set up in order to develop further solutions with private financing from local enterprises:

- Multimodal nodes will be improved and the lack of information at bus stops will be eliminated.
- New cycling and hiking tracks in combination with public transport will be improved.

In Lithuania:

The actions developed and tested within STREAM continue to exist:

- City politicians have been convinced to include the recreational routes of STREAM in the planning of the relevant areas.
- Vilnius City developed a Sightseeing Water Route Along Neris River, including the use of movable piers, in conformity with the National Tourism Development Programme for 2007- 2010.

The project has been the start of important dissemination actions:

- The Lithuanian STREAM project has been demonstrated and presented to other municipalities in January 2009, and will also be communicated via the Association of Municipalities of Lithuania.
- The STREAM operation has been presented in a research publication of Vilnius Gediminas Technical University, available for all interested researchers in hard copy and on the internet.
- Dissemination initiated during the project will continue.

In Portugal:

The initiated actions will all continue:

- During STREAM, all the preparations for the bike&boat system were realized. A cycle track from Trafaria harbour to the beaches was constructed.
- The Virtual Cycleway will continue to be used at the Environmental Interpretation and Monitoring Centre at Costa de Caparica (at one of the Cycleway ends) and in schools and other institutions;
- Campaigns about multimodal solutions and sustainable mobility will continue to take place in Almada, in particular during the European Mobility Week.

In Bulgaria:

The cycle route from Bourgas to Atanasovsko Lake will continue to exist, as well as the soft mobility routes in the area.

All the created tourist packages, including the transport services, at the three locations will continue to exist;

The STREAM-concept has been thoroughly disseminated to the Black Sea Region municipalities.

Lessons learnt

These are the 3 main conclusions drawn from the STREAM-project:

1. In order to make sustainable mobility for recreation more attractive, seamless and easy-to-spot multimodal routes have to be developed going to the attraction site and continuing on the site:

- the gap between functional and recreational mobility should be eliminated, in order to reduce the investment in both areas and make sustainable transport more accepted;
- a seamless and logical combination of sustainable transport TO and IN the recreational site should be realised. The most effective combination is to integrate sustainable mobility in the tourist or recreation package from door to door;
- continuity in signposting and communication is necessary. This can be done by integrating the corporate identity of a recreational site in the routes leading to it.

2. Good, attractive and understandable communication about sustainable mobility options should be intensive and completely integrated in the recreational or tourist supply. In particular (families with) children should be addressed.

- Make sure access information is always included in every communication about a tourist destination. This means: be an important topic in communication planning;
- Sustainable transport for tourism leads very often to multimodal solutions. Complexity should, however, be avoided;
- Regarding campaigns to the public, testing and prize winning activities can have a strong awareness raising effect because you are in a %w+n+ environment;
- Regarding awareness raising in general, special education actions for children of youth are easy to organize in the recreational context and effective on a long term.

3. The number of actors in recreational mobility is high but they need to be involved. A lot of investment should go to **mobilizing stakeholders**, maybe by developing a legal framework

- The number of actors in recreational mobility is high but they need to be involved. Make sure responsibilities of private and public actors are well defined. Don't give up if some of the partners don't follow from the start;
- If tourist destinations are not easily convinced, you can use sustainability as an element of competition between service providers, for example through labelling or communication on good practices;
- another solution is to communicate on a higher level than the local one, in order to increase the importance of the project;
- a legal framework compelling tourist destinations to work on mobility (information) would probably increase the interest for sustainable mobility solutions.

In conclusion, promoting sustainable mobility for recreation and tourism is about developing creative, attractive (win-win), multimodal, seamless, integrated and to and at the recreational destination, and well communicating about them. This way, it has a high potential for creating awareness on sustainable mobility in everyday life.