



## Local Framework Document – Limassol

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### Project Coordinator:

CINESI Transport Consultants, Spain

Mr. Maarten van Bemmelen

[mvanbemmelen@cinesi.es](mailto:mvanbemmelen@cinesi.es)

Phone. +34 971 613714

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### Author of this document:

Company: Stratagem Energy Ltd, Limassol Tourism Board

Author's name(s): Victor Iordanou, Maria Stylianou

email: [victor@stratagem-ltd.com](mailto:victor@stratagem-ltd.com)

[m.stylianou@limassolchamber.eu](mailto:m.stylianou@limassolchamber.eu)

Phone: +357 25 248938,

Project website: <http://www.seemore-project.eu>

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Annex I: Local Evaluation Plan – Output Impact Indicators



# 1 ABOUT THE SEEMORE PROJECT

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## 1.1 Project Summary

The **SEEMORE** project focuses on introducing energy-efficient transport solutions for visitors in eight coastal tourist regions of Europe.

Its main objectives are:

- Increase the awareness about sustainable mobility options among tourists.
- Increase the co-operation between the tourism and mobility sectors, thereby creating new energy efficient mobility options for leisure travel.
- Realise a shift of travel behaviour of visitors towards more sustainable modes of transport.

To achieve these goals a wide range of measures are implemented through the project grouped in the following main categories:

- Sustainable mobility information, marketing and awareness.
- Incentives for enhancing usage.
- Sustainable mobility options.

Measures are implemented in the participating demonstrator regions: Balearic Islands (ES), Bohuslän (SE), Forlì-Cesena (IT), Dobrich (BG), Pomerania (PL), Madeira (PT), Limassol (CY) and Malta (MT).

## 1.2 The SEEMORE consortium

Project Partner	Country
CINESI Transport Consultancy (Coordinator)	Spain
Mallorca Transports Consortium	Spain
Trivector Traffic AB	Sweden
Association of Local Authorities Fyrbodal	Sweden
FGM-AMOR Austrian Mobility Research	Austria
Common Europe Pomeranian Association	Poland
Municipality of Choczewo	Poland
Club Sustainable Development of Civil Society	Bulgaria
Province of Forli-Cesena	Italy
Central European Initiative	Italy
Limassol Tourist Development and Promotion Co Ltd	Cyprus
Stratagem Energy Ltd	Cyprus
Horários do Funchal Public Transport	Portugal
Local Councils' Association	Malta

## 2 DESCRIPTION OF THE DOCUMENT

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This document is the Local Framework Document for the region of Limassol. It contains the concrete Action Plan for the implementation activities in the region, the communication plan and the vision of how to reach more sustainable and energy efficient mobility in Limassol.

The Action plan has been developed based on the Local Framework Workshop (see D2.4 for regional reports from the workshops) held in Autumn 2012 and serve as a starting point for the implementation activities in WP3. The communication plan is derived from the Integrated SEEMORE Communication Plan, and will serve as a guide for local communication activities.

This document is part of deliverable D2.5 Local Framework Documents for each participating region in SEEMORE; Bohuslän, Dobrich Forlì-Cesena, Limassol, Madeira, Malta, Mallorca and Pomerania.

The deliverable is part of the framework analysis which aims at collecting and synthesising knowhow in the field of tourism and mobility in order to support the regions in setting up local framework documents and action plans which will form the basis for implementation. Other deliverables in the framework analysis are:

- D2.1 Documentation of external inspiration workshop
- D2.2 State of the art, collection of best practices and success factors for implementation
- D2.3 Description of the regions
- D2.4 Documentation of Local Framework Workshops



### 3 DOCUMENT REVISION HISTORY

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Version Number	Date	Comments
1.0	2013-01-16	First draft, without Local evaluation plan, sent for peer-review
1.1	2013-01-18	Peer reviewed by Trivector
1.2	2013-01-25	Deliverable D2.5.4
1.3	2013-03-01	Up-dated action plan
1.4	2013-11-14	Final deliverable including Local Evaluation Plan

**Table 1 – Document revision history**

## 4 GLOSSARY

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Abbreviations provided in this report

Abbreviation	Full name
LFD	Local Framework Document
LFW	Local Framework Workshop
AP	Action Plan
LCP	Local Communication Plan
LMEP	Local Monitoring and Evaluation Plan
DoA	Description of the Action (Annex I for the SEEMORE project)
LWG	Local Working Group

**Table 2 - Abbreviations used**

## 5 VISIONS AND GOALS

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**Vision: Limassol to make significant steps towards a complete public transport network and sustainable mobility solutions, with a complete information package and integrated services.**

Specifically:

- **Improve public transport network and connections:** Make suggestions to the Department of Road Transports (Ministry of Connections and Works) regarding better bus stop locations and bus time table schedules. These suggestions will concern all bus companies (City, Intercity, Rural, Airport Shuttles). Some of ideas include:
  - Add a new bus stop for the Airport Shuttles and Intercity Buses at the last beach hotel (to Larnaca), Grand Resort, for the convenience of the tourists.
  - For the convenience of the visitors staying at the beach hotels, provide more coastal bus stops for Intercity Buses in between the existing three bus stops.
  - Main attractions should be easily accessible through more flexible bus schedules.
  - Consider providing hop on – hop off tour bus routes.
  
- **Make travel planning easier for tourists:** Provide choices and easy to find information on sustainable mobility solutions. Some of the ideas include:
  - Consolidate information available and create new where there is a gap. Use it to create a more complete travel information package, with integrated services and ticket options.
  - Upgrade information shown on bus stops and streets.
  - Train personnel in tourism industry so they can provide visitors with accurate information regarding public transport and other sustainable mobility solutions.
  - Create ticket options for tourists.
  - Promote the goals of the SEEMORE project actions and the benefits that will offer in mobility (for visitors and locals alike).
  - Improve the map that was developed by the Department of Road Transports presenting travel options.
  
- **Improve sustainable mobility infrastructure:** Some of the ideas include:
  - Create more bike sharing/rental stations, especially in collaboration with hotel owners and management.
  - Provide bike carrying rigs on the back of the buses.

- Expand the bike lane network exist in the coastal area to the city centre areas.  
Ministry of Communications and Works has decided that all future urban planning should include bike lanes in road designs.

***(Ideas shown above in bullet points are to provide a sense and direction of the discussion held during the Local Framework workshop in autumn 2012 )***

## 6 ACTION PLAN

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This is the first version of the action plan for Limassol. The actions that are highlighted in the table have been agreed by the participants of the LWG. Further discussions are planned in order to finalise the actions regarding detailed planning, responsibility and time planning.

Measures	Actions		Status Before Implementation	Main Actors	Other Participants on Actions	TIMELINE	Quantified Target
<b>3.1.1</b> Elaboration and design of integrated regional mobility information for visitors	<b>A</b>	Definition and elaboration of sustainable mobility information package	There is not any complete info package of this form	LTC	CTO, EAL, EMEL, INTERCITY, DRT	2013	500.000 passengers receive mobility information
	<b>B</b>	Translation of mobility information	Greek, English	LTC	-	2013	German, Russian
	<b>C1</b>	Integrated mapping	Existing maps for each PT company are available, but there is not any integrated map available at the moment.	MCW	DRT, ABC, NEXTBIKE	2013	Make integrated mobility map available to 500.000 passengers.
	<b>C2</b>	GIS Applications	Not present	EAL, EMEL, INTERCITY	LCC, ABC, NEXTBIKE	2013	Create GIS availability awareness to 500.000 passengers.
	<b>D</b>	Protocols for exchange between transport and tourism for up to date regional mobility information	Not present	DRT and LTC	LA, EAL, EMEL, INTERCITY, CTO	2013	Verbal or written agreement between Department of Road Transports, LA, Bus Companies and Limassol Tourism Board to provide up to date regional mobility information.
<b>3.1.2</b>	<b>A</b>	Regional visitors guide including information on mobility	Not present	LTC	EAL, EMEL, INTERCITY, ACTE (Tourism Enterprises), CHA, CTO, LA	2013	500.000 passengers receive mobility information
<b>Improved distribution channels targeting visitors</b>	<b>B</b>	Promotion of mutual links between transport and destination websites	Not present	LTC, EAL, EMEL, INTERCITY	CTO, LA	2013	Exchange of links between Department of Road Transports, LA, Bus Companies Limassol Tourism Board and CTO.
	<b>C</b>	Integration of mobility information in hotel's services to customers and websites	Some hotels provide mobility info	ACTE, CHA (Hotels)	CTO, LTC	2014	30 out of 66 Hotels

	<b>D</b>	Sustainable mobility information provision in long distance collective transport services	Not present	EAL, EMEL, INTERCITY	CTO, LTC, LCC	2014	200.000 Passengers
	<b>E</b>	Sustainable mobility information provision in travel agencies	Not present	ACTA	LTC, CTO	2014	30 Travel Agencies
	<b>F</b>	Information desk extension	Existing: 3 CTO info offices	LTC	CTO	2013	Add electronic info kiosks in high traffic areas.
	<b>G</b>	Training on integrated sustainable mobility options	Not trained	LTC, Stratagem	ACTE, CHA, CTO (Guides)	2013	Train over 50 professionals.
<b>3.1.3 Public transport intelligent information orientated to visitors (planners, real-time, etc.)</b>	<b>A</b>	Web travel planner for visitors including leisure destinations	Not present	LTC, Stratagem	MCW, CTO	2013	Make travel planner available to 500.000 passengers
	<b>B</b>	ITS platform for mobile phone information services		-	-		
	<b>C</b>	Real-time travel information at hotels and main leisure destinations	2 Info Kiosks in hotels area, 3 in leisure destinations	CHA, ACTE, CTO	LTC	2013	10.000 accesses to the mobile application of the info kiosks.
	<b>A</b>	Local distribution of SEEMORE dissemination material	150 Seemore leaflets distributed locally.	LTC, CTO	LA, ACTA, ACTE, CHA	2013	Distribution of: 300 posters, 50.000 teaser postcards,
<b>Promotional and awareness campaigns</b>	<b>B</b>	Production of local SEEMORE video	Not done	LTC	LCC, ABC, NEXTBIKE, EAL EMEL, CTO	2013	100.000 viewers.
	<b>C</b>	Local campaigns and additional material	Not done	LTC, LA	CTO	2013	500.000 (population and visitors)

3.2.1	A	Special tickets for visitors	Not present	EAL, EMEL MCW	-	2014	27.000 special tickets sold
Public transport ticketing	B	Integration of urban and interurban public transport fares	Not present	EAL, EMEL, INTERCITY, MCW	-	2013	
	C	Increased public transport selling points:	Not present	EAL, EMEL, INTERCITY	MCW	2013	Create 1 additional bus stop for airport route and 1-2 additional bus stops for interurban.
3.2.2	A	Discounts at tourist attractions to sustainable mobility users	Not present	LA (museums)	EAL, EMEL, INTERCITY (daily bus ticket + discount at museum)	2014	20.000 tickets with discount options.
Integrated transport + leisure packages	B	Integrated packages (mobility+leisure activities)		-	-		
3.2.3	A	Emission calculation tool (using an existing one, to be determined)	Not present	Stratagem	ALL TARGETS, ACTORS, STAKEHOLDERS	2013	201 (toe/year) energy savings 549 (tCO2/year) reduction.
Awareness raising products	B	Environmental Quality Label on mobility behaviour		-	-		
3.2.4	A	Incentives to promote E-mobility		-	-		
Market incentives sustainable mobility	B	Parking policies	Not present	LA	MCW, DRW	2014	10% private car trips reduction
3.3.1	A	Public transport services in rural areas	For some areas	EMEL	-	2014	Maintain current routes
Collective transport	B	Public transport services at leisure/tourist destinations	For some destinations	EAL, INTERCITY	-	2014	Improve connectivity adjusting timelines



<b>services for visitors</b>							
	<b>C</b>	Coach services and shuttles to main interregional gateways	Present	EAL, ACTA	-	2013	Improve connectivity adjusting timelines
	<b>D</b>	Sustainable mobility options to major events	Not present	EAL, EMEL, INTERCITY	CTO, LTC	2013, 2014, 2015	2 major annual events
	<b>E</b>	Luggage handling infrastructure and services		-	-		
	<b>F</b>	Guided tours by coach or boat	Not present	ACTA	CTO	2013	Urge corresponding organization to consider.
<b>3.3.2</b>	<b>A</b>	Bicycle transport in PT	Not present	EAL, EMEL, INTERCITY	ABC, NEXTBIKE	2014	10 bike carrying rigs
<b>Intermodal solutions</b>	<b>B</b>	Taxi sharing schemes at interregional gateways	Some services exist	TA	MCW	2013	Maintain
	<b>C</b>	Park & Ride schemes		-	-		
<b>3.3.3</b>	<b>A</b>	Low cost bicycle rental at hotels	2 Hotels	ABC, NEXTBIKE	CHA	2014	6 additional hotels
<b>Bicycle services</b>	<b>B</b>	Bicycle sharing/rental schemes	Small number of bicycles (70)	NEXTBIKE/ABC	LA	2014	Additional 70 bikes
	<b>C</b>	Guided cycling tours	Not present	LCC	CTO	2013	LCC to organize on a regular basis
	<b>D</b>	Complementary infrastructure and services		-	-		
<b>3.3.4</b>	<b>A</b>	Sustainable mobility plans in tourist municipalities	Not present	LA (Urban Plan)	MCW	2013	Some sustainable mobility guidelines exist in district urban planning.
<b>Sustainable mobility planning</b>	<b>B</b>	Mobility peaks management		-	-		
	<b>C</b>	Integration of urban and interurban PT	Not present	MCW, DRT	EAL, INTERCITY	2014	Adjust timelines where possible

	<b>D</b>	Training local mobility Planners	Not trained	LTC, Stratagem	MCW, LA (Mayor)	2014	5 planners (including 2 regional inspectors).
	<b>E</b>	Training local tourism Planners	Not trained	LTC, Stratagem	LA (Tourism Committees)	2014	5 planners.
<b>3.3.5</b>	<b>A</b>	Alternative propulsion use in rental cars, buses and boats		-	-		
<b>Alternative propulsion</b>	<b>B</b>	E-mobility sharing/rental schemes		-	-		

Organisation (in order shown in Action Plan)	Abbreviation
Limassol Tourism Company	LTC
Cyprus Tourism Organization	CTO
Limassol City Buses and Limassol Airport Shuttles	EAL
Limassol Rural Buses	EMEL
Intercity Buses (Interurban bus company)	INTERCITY
Ministry Of Communication and Works	MCW
Department of Road Transports	DRT
Association of Cyprus Tourist Enterprises	ACTE
Cyprus Hotel Association	CHA
Local Authorities (Municipality of Limassol, Yermasoyia, Ayios Athanasios...)	LA
Association of Cyprus Travel Agents	ACTA
Taxi drivers Association	TA
Limassol Cycling Club	LCC
ABC Bike Rental Company	ABC
NEXTBIKE Bike Sharing Company	NEXTBIKE
Department of Road Works	DRW

## 6.1 Definition and elaboration of sustainable mobility information package

### **TASK in Annex I:** 3.1.1.A

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

LTC (Main Actor), CTO, EAL, EMEL, INTERCITY, DRT.

#### **Budget:**

None

#### **Aim of the action:**

Define and design a complete mobility information package that will be distributed in over half a million passengers.

#### **State of the Art of the action:**

A complete information package not in existence. Each company has its corresponding leaflets and maps but they are not widely distributed.

#### **Action to do:**

- Contact involved actors. If needed, arrange meetings to share available information.
- Organize all available information. Make a list of the contents of the package.
- Design the form of the package according to received Seemore guidelines and produce samples.
- Choose final package, discuss and choose the strategy of its distribution.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

500000 passengers to receive the package.

#### **Output**

Information bag or envelope containing sustainable mobility guides.

## 6.2 Translation of mobility information

**TASK in Annex I:** 3.1.1.B

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LTC (Main Actor)

**Budget:**

None

**Aim of the action:**

To translate mobility information into two additional languages.

**State of the Art of the action:**

All mobility information can be found at the moment in Greek and English.

**Action to do:**

- a) Organize all available information. Make a list of the contents of the package.
- b) Translate key information in German and Russian.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5 Sep12	6 Oct12	7 Nov12	8 Dec12	9 Jan13	10 Feb13	11 Mar13	12 Apr13	13 May13	14 Jun13	15 Jul13	16 Aug13	17 Sep13	18 Oct13	19 Nov13	20 Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21 Jan14	22 Feb14	23 Mar14	24 Apr14	25 May14	26 Jun14	27 Jul14	28 Aug14	29 Sep14	30 Oct14	31 Nov14	32 Dec14	33 Jan15	34 Feb15	35 Mar15	36 Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

For Russian and German speaking visitors, to be able to receive and understand mobility information.

**Output**

To have available mobility information in German and Russian.

## 6.3 Integrated mapping

**TASK in Annex I:** 3.1.1.C1

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

Ministry of Communications and Works (Main Actor), Department of Road Transports, ABC, NEXTBIKE

**Budget:**

None

**Aim of the action:**

Integrate all available Public Transport and Sustainable Mobility maps into one place.

**State of the Art of the action:**

PT companies all have their own maps and are available for use.

**Action to do:**

- a) Organize all available maps.
- b) Create a useful single or set of documents containing the maps.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Map available to 500000 passengers.

**Output**

Complete map of PT routes and Sustainable Mobility and stops in the region.

## 6.4 GIS Applications

**TASK in Annex I:** 3.1.1.C2

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

Public Transport Companies (Main Actors), Cycling Club and Bike Rental-Sharing Companies.

**Budget:**

None

**Aim of the action:**

Integrate all sustainable mobility routes, stops and tours in a GIS (Google Maps, Google Transit).

**State of the Art of the action:**

All PT Bus Stops are shown in Google Maps.

**Action to do:**

- a) Complete mapping of all available sustainable mobility solution.
- b) Integrate the information in the GIS.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Updated GIS awareness to 500000 passengers.

**Output**

Updated GIS showing all available sustainable mobility options to enable visitors to plan energy efficient routes.

## 6.5 Protocols for exchange between transport and tourism for up to date regional mobility information

### **TASK in Annex I:** 3.1.1.D

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

Department of Road Transports and LTC (Main Actors), PT companies, Local Governments, CTO.

#### **Budget:**

None

#### **Aim of the action:**

A protocol to exchange periodically up to date regional mobility information between DRT, Municipalities, PT companies and CTO, LTC.

#### **State of the Art of the action:**

Protocols not present.

#### **Action to do:**

- Meeting to decide the form of an agreement.
- Decide the details and proceed with the agreement.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

A verbal or written agreement.

#### **Output**

Periodic updating of all organizations on sustainable mobility information.



## 6.6 Regional visitors guide including information on mobility

**TASK in Annex I:** 3.1.2.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LTC (Main Actor), PT companies, ACTE (tourism enterprises), CHA (Hotels), CTO, Municipalities.

**Budget:**

None

**Aim of the action:**

Integrate tourist attractions and annual events in the sustainable information package, with directions on how to get to each destination.

**State of the Art of the action:**

A complete guide does not exist. Each organization publish their own information.

**Action to do:**

- a) Obtain and organize all attraction, events and mobility information.
- b) Integrate in info package.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

500000 passengers receive guide.

**Output**

Regional tourist and sustainable mobility information package.

## 6.7 Promotion of mutual links between transport and destination websites

**TASK in Annex I:** 3.1.2.B

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

LTC and PT companies (Main Actors), CTO, Municipalities.

**Budget:**

None

**Aim of the action:**

Exchange links between organizations.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Organize all links into one list (maybe a clickable banner).
- b) Share and upload on websites.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Link Exchange.

**Output**

All organizations links available in all organization sites.

## 6.8 Integration of mobility information in hotel's services to customers and websites

### **TASK in Annex I:** 3.1.2.C

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

ACTE and CHA (Main Actors), CTO, LTC.

#### **Budget:**

None

#### **Aim of the action:**

Enable hotels to provide complete mobility information. Usage of the information package.

#### **State of the Art of the action:**

Some hotels provide general mobility information (depending on what area they are)

#### **Action to do:**

- a) Contact hotels and arrange to receive information package.
- b) Distribute information to hotels and hotel websites.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

30 out of 66 Hotels receive sustainable mobility information packages.

#### **Output**

Availability of Info package at Hotels.

## 6.9 Sustainable mobility information provision in long distance collective transport services

### **TASK in Annex I:** 3.1.2.D

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

PT Companies (Main Actors), CTO, LTC.

#### **Budget:**

None

#### **Aim of the action:**

Sustainable mobility information package available in transurban buses and airport shuttles.

#### **State of the Art of the action:**

Not present.

#### **Action to do:**

- a) Contact PT companies to examine the possibility of distributing the info package in their buses.
- b) Distribute information to buses.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

200000 passengers receive information.

#### **Output**

Intercity and airport shuttles provide sustainable mobility info package.

## 6.10 Sustainable mobility information provision in travel agencies

**TASK in Annex I:** 3.1.2.E

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

ACTA (Main Actor), CTO, LTC.

**Budget:**

None

**Aim of the action:**

Sustainable mobility information package available in travel agencies.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Contact travel agencies to examine the possibility of distributing the info package in their premises and put links and information on their websites.
- b) Distribute information to travel agencies.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

30 Travel agencies.

**Output**

Travel agencies provide sustainable mobility info package and information on their websites.

## 6.11 Information desk extension

**TASK in Annex I:** 3.1.2.F

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

LTC (Main Actor), CTO.

**Budget:**

None

**Aim of the action:**

Extend the number of tourist and mobility information kiosks.

**State of the Art of the action:**

There are 3 active CTO info offices at the moment.

**Action to do:**

- a) Get license to install kiosks in high traffic areas.
- b) Find suitable product for installation.
- c) Purchase and program the kiosks (integrate mobility information).
- d) Install.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Add electronic info kiosks in high traffic areas.

**Output**

Almost half of the region visitors annually will be aware of the new information stations.

## 6.12 Training on integrated sustainable mobility options

**TASK in Annex I:** 3.1.2.G

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LTC and Stratagem (Main Actors), ACTE, CHA, CTO (tourist guides).

**Budget:**

None

**Aim of the action:**

Train tourism industry employees in sustainable mobility solutions.

**State of the Art of the action:**

Not trained.

**Action to do:**

- a) Gather all available information.
- b) Create training material.
- c) Organize workshops (dates, invitations).
- d) Complete training schedule.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Train over 50 professionals.

**Output**

Over 50 tourism professionals from all corners of the region receive sustainable mobility options training.

## 6.13 Web travel planner for visitors including leisure destinations

**TASK in Annex I:** 3.1.3.A

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

LTC and Stratagem (Main Actors), MCW, CTO.

**Budget:**

None

**Aim of the action:**

Complete and link web travel planner to organizations websites.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Utilize existing software for planning routes, ways of transport and destinations for tourists. Add all mobility and leisure destinations information.
- b) Make available to all implicated actors.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Make travel planner available to 500000 passengers.

**Output**

A web travel planner for tourists.



## 6.14 Real-time travel information at hotels and main leisure destinations

### **TASK in Annex I:** 3.1.3.C

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

CHA, ACTE, CTO (Main Actors), LTC.

#### **Budget:**

None

#### **Aim of the action:**

Create real time information access points for residents and leisure destination visitors.

#### **State of the Art of the action:**

2 Info kiosks in hotels area. 3 info kiosks in leisure destinations.

#### **Action to do:**

- a) Integrate a mobile application in info kiosks to be used by smartphone owners.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

10000 accesses to the mobile application of the info kiosks.

#### **Output**

Make available all mobility information with additional info kiosks and an application.

## 6.15 Local distribution of SEEMORE dissemination material

### **TASK in Annex I:** 3.1.4.A

#### **Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

#### **Partners involved:**

LTC, CTO (Main Actors), LA, ACTA, ACTE, CHA.

#### **Budget:**

None

#### **Aim of the action:**

Distribution of all Seemore dissemination material to persons and points of interest.

#### **State of the Art of the action:**

150 Seemore leaflets distributed locally.

#### **Action to do:**

- a) Decide dissemination strategy of the material.
- b) Distribute posters and teaser postcards.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

Distribution of 300 posters and 50000 teaser postcards.

#### **Output**

Inform public about Seemore actions and future outcomes.

## 6.16 Production of local SEEMORE video

**TASK in Annex I:** 3.1.4.B

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LTC, (Main Actors), LCC, ABC, NEXTBIKE, EAL, EMEL, CTO.

**Budget:**

None

**Aim of the action:**

Production of local video.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Find production studio and theme (from Seemore general video).
- b) Production of local Seemore video.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

A short and long version of the local video. 100000 viewers.

**Output**

Inform public about Seemore actions and future outcomes.

## 6.17 Local campaigns and additional material

**TASK in Annex I:** 3.1.4.C

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

LTC, LA (Main Actors), CTO.

**Budget:**

None

**Aim of the action:**

Design and implement a local campaign for Seemore sustainable mobility solutions. Use produced video and material. Design and use any additional material for the campaigns.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Design campaign strategy and events.
- b) Design and create additional material.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Dissemination of material and the idea of sustainable mobility to 500000 people (visitors and locals).

**Output**

Inform public about Seemore actions and future outcomes.

## 6.18 Special tickets for visitors

**TASK in Annex I:** 3.2.1.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

PT companies, MCW (Main Actors).

**Budget:**

None

**Aim of the action:**

Create special tickets for visitors with incentives.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Contact all implicated actors. Arrange meetings and discuss the possibilities of a special ticket for visitors.
- b) Decide what will contain.
- c) Make available.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

A new type of ticket for visitors. Sell 27000 special tickets.

**Output**

A new ticket for visitors.

## 6.19 Integration of urban and interurban public transport fares

**TASK in Annex I:** 3.2.1.B

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

PT companies, MCW (Main Actors).

**Budget:**

None

**Aim of the action:**

Integration of urban in interurban public transport fares.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Contact all implicated actors. Arrange meeting. Discuss the possibility of such an integration.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Integration of urban and interurban public transport fares.

**Output**

Explore the possibility integration of urban in interurban public transport fares.

## 6.20 Increased public transport selling points

**TASK in Annex I:** 3.2.1.C

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

PT companies (Main Actor), MCW.

**Budget:**

None

**Aim of the action:**

Increase the public transport ticket selling points via creation of new bus stops.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Contact all implicated actors. Arrange meeting.
- b) Make necessary steps for the creation of new bus stops.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

New selling points in tourist area. Increase of yearly PT demand to 80000.

**Output**

1 additional bus stop for the airport route in hotel area. 1-2 additional bus stops for interurban.

## 6.21 Discounts at tourist attractions to sustainable mobility users

**TASK in Annex I:** 3.2.2.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LA museums (Main Actor), PT companies (daily bus ticket + discount at museum).

**Budget:**

None

**Aim of the action:**

Provision of discount for tourist attractions to sustainable mobility users.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Contact all implicated actors. Arrange meeting with museums and PT companies to discuss possibility of providing free or cheaper entrance to PT passengers.
- b) Create new ticket type for museums and attractions

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

New tickets or incentives to attraction visitors. Increase of yearly PT demand to 80000.

**Output**

New ticket type or discount scheme.



## 6.22 Emission calculation tool (using an existing one, to be determined)

### **TASK in Annex I:** 3.2.3.A

#### **Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

#### **Partners involved:**

Stratagem (Main Actor), All actors and Stakeholders.

#### **Budget:**

None

#### **Aim of the action:**

Emission calculation tool. Tourists can have knowledge of their carbon footprint.

#### **State of the Art of the action:**

Not done.

#### **Action to do:**

- a) Find implementation strategy of an emission calculation tool (to be defined) from tourists.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

201 (toe/year) energy savings, 549 (tCO<sub>2</sub>/year) reduction.

#### **Output**

Emission calculation tool and usage from tourists.

## 6.23 Parking policies

**TASK in Annex I:** 3.2.4.B

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

Municipalities LAs (Main Actor), MCW, DRW.

**Budget:**

None

**Aim of the action:**

New parking policies to prevent the usage of individual cars in the central areas of the city.

**State of the Art of the action:**

Not done.

**Action to do:**

- a) Contact and arrange meeting with key actors.
- b) Design a parking scheme which discourages individual car usage.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

10% reduction of private car usage.

**Output**

New parking policies.

## 6.24 Public transport services in rural areas

**TASK in Annex I:** 3.3.1.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

EMEL (Main Actor).

**Budget:**

None

**Aim of the action:**

Improve public transport services in rural areas.

**State of the Art of the action:**

There is a number of routes.

**Action to do:**

- a) Contact EMEL (handler of rural routes). Examine the possibility of adding a route, or a new bus stop.
- b) Make efforts to add new and maintain current routes and bus stop.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000.

**Output**

Public transport services in rural areas.

## 6.25 Public transport services at leisure/tourist destinations

**TASK in Annex I:** 3.3.1.B

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

EAL, INTERCITY (Main Actors).

**Budget:**

None

**Aim of the action:**

Improve public transport services at leisure/tourist destinations.

**State of the Art of the action:**

Routes present.

**Action to do:**

- a) Contact EAL and Intercity (handlers of routes). Examine the possibility of adding a route, or a new bus stop.
- b) Improve connectivity adjusting timelines.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000.

**Output**

Improved public transport services at leisure destinations.

## 6.26 Coach services and shuttles to main interregional gateways

**TASK in Annex I:** 3.3.1.C

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

EAL, ACTA (Main Actors).

**Budget:**

None

**Aim of the action:**

Improve coach services and shuttles services to main interregional gateways.

**State of the Art of the action:**

Routes present.

**Action to do:**

- a) Contact EAL (handler of airport routes).
- b) Improve connectivity adjusting timelines.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000.

**Output**

Improved public transport services to interregional gateways.

## 6.27 Sustainable mobility options to major events

**TASK in Annex I:** 3.3.1.D

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

EAL, EMEL, INTERCITY (Main Actors), CTO, LTC.

**Budget:**

None

**Aim of the action:**

Create sustainable mobility options to major events.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Contact PT companies.
- b) Decide on two annual events that will be supported with sustainable mobility options.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000. Reduce individual car usage by 10%

**Output**

Sustainable mobility options for two major annual events.

## 6.28 Guided tours by coach or boat

**TASK in Annex I:** 3.3.1.F

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

ACTA (Main Actor), CTO.

**Budget:**

None

**Aim of the action:**

Urge corresponding organization to consider guided tours by coach or boat in future planning.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Discuss the possibility of such an action in participating meetings.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000. Reduce individual car usage by 10%

**Output**

Future plans for an action of this kind.

## 6.29 Bicycle transport in PT

**TASK in Annex I:** 3.3.2.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

EAL, EMEL, INTERCITY (Main Actors), ABC, LTC.

**Budget:**

None

**Aim of the action:**

Make bicycle transport possible in Public Transport.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Find suitable gear-rig for buses.
- b) Convince PT companies to install chosen rig.
- c) Find financing.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Increase of yearly PT demand to 80000. Reduce individual car usage by 10%

**Output**

10 bike carrying rigs.



## 6.30 Taxi sharing schemes at interregional gateways

**TASK in Annex I:** 3.3.2.B

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

TA (Main Actor), MCW.

**Budget:**

None

**Aim of the action:**

Maintain taxi sharing schemes at interregional gateways.

**State of the Art of the action:**

Some services exist.

**Action to do:**

- a) Maintain schemes

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Reduce individual car usage by 10%

**Output**

Taxi sharing schemes maintained.

## 6.31 Low cost bicycle rental at hotels

**TASK in Annex I:** 3.3.3.A

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

ABC, NEXTBIKE (Main Actors), CHA, ACTE.

**Budget:**

None

**Aim of the action:**

Maintain and increase bicycle rental stations.

**State of the Art of the action:**

2 hotels offer bikes for rent.

**Action to do:**

- a) Encourage CHA and ACTE to promote the establishment of bicycle stations outside their member hotels.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Reduce individual car usage by 10%.

**Output**

6 additional hotels provide bicycles for rent.

## 6.32 Bicycle sharing/rental schemes

**TASK in Annex I:** 3.3.3.B

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

NEXTBIKE, ABC (Main Actors), LA.

**Budget:**

None

**Aim of the action:**

Expand bicycle sharing/rental schemes.

**State of the Art of the action:**

70 bicycles.

**Action to do:**

- a) Contact bike sharing/rental companies to expand available bicycles number and to install additional bicycle stations.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Reduce individual car usage by 10%

**Output**

70 additional bikes.

## 6.33 Guided cycling tours

### **TASK in Annex I:** 3.3.3.C

#### **Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

#### **Partners involved:**

NEXTBIKE, ABC (Main Actors), LA.

#### **Budget:**

None

#### **Aim of the action:**

Create guided cycling tours.

#### **State of the Art of the action:**

Not present.

#### **Action to do:**

- a) Contact LCC and CTO to organize such tours.

#### **Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

#### **Targets and impact indicators**

#### **Output**

Guided cycling tours to be organized on a monthly basis from LCC.

## 6.34 Sustainable mobility plans in tourist municipalities

**TASK in Annex I:** 3.3.4.A

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LA (urban Plan) (Main Actor), MCW.

**Budget:**

None

**Aim of the action:**

Add or promote sustainable mobility guidelines to urban planning.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Define sustainable mobility guidelines.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5		6		7		8		9		10		11		12		13		14		15		16		17		18		19		20		
Sep12		Oct12		Nov12		Dec12		Jan13		Feb13		Mar13		Apr13		May13		Jun13		Jul13		Aug13		Sep13		Oct13		Nov13		Dec13		
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	

21		22		23		24		25		26		27		28		29		30		31		32		33		34		35		36		
Jan14		Feb14		Mar14		Apr14		May14		Jun14		Jul14		Aug14		Sep14		Oct14		Nov14		Dec14		Jan15		Feb15		Mar15		Apr15		
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	

**Targets and impact indicators**

Promote sustainable mobility planning and solutions to urban planners

**Output**

Long term sustainable mobility plans in tourist Municipalities.

## 6.35 Integration of urban and interurban PT

**TASK in Annex I:** 3.3.4.C

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

MCW, DRT (Main Actors), EAL, INTERCITY.

**Budget:**

None

**Aim of the action:**

Improve Urban and Interurban PT services.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Contact MCW and PT companies to discuss the possibility to adjust timelines and route connections.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Better route and services connections for passengers.

**Output**

## 6.36 Training local mobility Planners

**TASK in Annex I:** 3.3.4.D

**Responsible:**

Maria Stylianou, Panos Antoniadis, Victor Iordanou

**Partners involved:**

LTC, Stratagem (Main Actors), MCW, LA (Mayor).

**Budget:**

None

**Aim of the action:**

Train urban planners responsible for mobility.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Create or adjust training material for sustainable mobility.
- b) Organize training session.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Train 5 planners (including 2 regional inspectors).

**Output**

New mobility solutions in urban plan.

## 6.37 Training local tourism Planners

**TASK in Annex I:** 3.3.4.E

**Responsible:**

Maria Stylianou, Panos Antoniadou, Victor Iordanou

**Partners involved:**

LTC, Stratagem (Main Actors), LA (Tourism Committees).

**Budget:**

None

**Aim of the action:**

Train local planners responsible for tourism.

**State of the Art of the action:**

Not present.

**Action to do:**

- a) Create or adjust training material for sustainable mobility.
- b) Organize training session.

**Timetable**

Preparation: Light gray

Implementation: dark gray

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Sep12	Oct12	Nov12	Dec12	Jan13	Feb13	Mar13	Apr13	May13	Jun13	Jul13	Aug13	Sep13	Oct13	Nov13	Dec13
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Jan14	Feb14	Mar14	Apr14	May14	Jun14	Jul14	Aug14	Sep14	Oct14	Nov14	Dec14	Jan15	Feb15	Mar15	Apr15
1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f	1f	2f

**Targets and impact indicators**

Train 5 planners.

**Output**

New mobility solutions in tourism plan.



## 7 LOCAL MONITORING AND EVALUATION PLAN

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### 7.1 SEEMORE in Limassol

Located on the southern coast of Cyprus, Limassol district covers an area of 34.87 km<sup>2</sup>. Its capital, Limassol, is the second largest city of Cyprus with a population of approximately 180,000 inhabitants. The district constitutes a cosmopolitan seaside destination with a unique identity, based on its rich history and culture, its special characteristics and the wide variety of options available for tourists including cycling, bird watching, mini cruises to nearby destinations, Byzantine churches routes, wine routes and much more. Cyprus is a popular tourist destination in Europe which accommodates around 3.5 - 4 million tourists per year. The vast majority of tourists in Cyprus are using as gateway the 2 international airports, while the remaining arrives through the ports.

Transport use by its visitors influences directly the mobility chart of Limassol: when staying in Limassol visitors seem to be keen to use cars, and thus visitors have increased the urban transportation and mobility flows with direct impacts on the environment, energy consumption and dependency on petroleum. Main problems include traffic congestion and parking difficulties, low use of public transport both by inhabitants and visitors, difficulties for pedestrians, loss of public space such as markets, and resulting loss of community interactions and public activities.

### 7.2 Objectives

Within SEEMORE, Limassol plans to develop measures within the following fields:

- improve public transport services for tourists (adjust timetables of public transport to leisure/tourist destinations, sustainable mobility options to major events, coach services to main tourist gateways, guided tours by coach/boat, special tickets for tourists, integration of urban and interurban public transport fares, increase the number of public transport selling points,...)
- making travel planning easier for tourists (definition and elaboration of sustainable mobility information package, translation of mobility information, develop integrated public transport maps, obtain agreement between transport and tourism organisations to provide up to date regional mobility information, develop a regional visitors guide including information on mobility, promotion of mutual links between transport and destination websites, integration of mobility information in hotels' services to customers, web travel planner for visitors, provision of sustainable mobility information in travel agencies,...)

- provide bicycle services to tourists (bicycle rental at hotels, bicycle sharing/rental schemes, guided cycling tours, ...)
- promotion and awareness raising for sustainable mobility options (distribution of SEEMORE dissemination material, training of professionals on integrated sustainable mobility options, local campaigns, discounts at tourist attractions to users of sustainable mobility, training local mobility planners, training local tourism planners, sustainable mobility plans in tourist municipalities, ...)

### 7.3 Impact monitoring and evaluation in Limassol

In order to realize the three pillars of the SEEMORE-vision Limassol foresees the implementation of a range of activities resulting in various outputs. Their timely delivery will be monitored in the frame of WP3 monitoring activities, namely the PIT (Periodic Implementation Timetable).

Additionally, on SEEMORE-project level, several impact indicators were defined that are envisaged to be reached either during project duration or beyond (until 2020).

To visualize the cause-and-effect chain (i.e. impact chain) an overview is given on which output foreseen within SEEMORE in Limassol will contribute to the achievement of the respective impact indicators and how impacts' achievement shall be monitored and evaluated.

*Explanation:*

- *Impact indicators (within project duration) show the quantification of the direct result of the use of an output, e.g. 500 bikes actually transported on buses providing this opportunity*
- *Impact indicators on behavioural change then are the further result on the travel behaviour of visitors, e.g. the possibility of transporting bikes on bus can lead to increased use of public collective transport and to a reduction of private car trip by 8 %.*

*The target values stated for the impact indicators on behavioural change are defined for the whole demonstrator region and NOT for specific actions therein – i.e. several actions (e.g. bike on bus, parking measures etc.) will contribute to reach a reduction of private car trips by 8 % in the demonstrator region.*

This overview on output and impact indicators in Limassol is given in Annex I (xls.-file)

Templates and instructions for the collection of this data will be set up/introduced in April/Mai 2013.

### 7.3.1 Regional baseline data of importance to check the achievement of impact indicators within project duration

Following table shows the regional baseline data against which the achievement of the impact indicators will be measured.

Explanation of source acronym in table below

Acronym	Explanation Source/Collection method
Nr.X, Nr.XY	Online survey on regional characteristics
Q X..	Seemore Questionnaire for Baseline Data towards tourists
BR X..	Online survey Bike Rental
CR X..	Online Survey Car Rental
HR X..	Online Survey Hotels Region

Region	Missing Baseline Data	Sample size surveys/questionnaire			
		Questionnaire tourists	Car Rental	Bike Rental	Hotels
Limassol	<ul style="list-style-type: none"> <li>CR</li> <li>Bike rental (sample of 5 not possible)</li> </ul>	100	-	2	14

Impact indicators of specific objectives	Baseline Data	Data Value (2012)
60% of the targeted visitors to SEEMORE regions are <b>aware of the sustainable mobility</b> options that are promoted by the project	<b>Q11:</b> Have you received/seen information about travel options in the region?	53% yes
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	PT: 28.6% yes, I always recommend 42.9% 0.0% 28.6% 0.0% no, I never recommend  Bike service: 0.0% yes always 14.3% 42.9% 14.3% 28.6% no never

		Walking paths: 57.1% yes always 42.9% 0.0% 0.0% 0.0% no never
	<b>HR12:</b> If your company provides transportation/mobility information, do you give/pass on this information to your guests?	33.3% yes to all guests 0.0% yes to some guests 66.7% yes to those who ask 0.0% no
	<b>Nr. 55.</b> Number of companies/stakeholders providing mobility information in the target area	66 hotels 5 PT offices 2 airport 1 port 4 tourism organisations
	<b>Nr. 58.</b> Is there online mobility information and online route planners for transport available (at for example public transport website)?	Public Transport company website (limassolbusses.com), Bicycle rental company website (next bike), Cycling network information can be found at CTO and LTC websites.
80% of the trainees states that their <b>knowledge on sustainable mobility</b> options and service skills have <b>increased</b>	<b>HR9:</b> Do you know about the transportation services in the town/city/region you work in?	PT: 85.7% Yes I know everything 0.0% 14.3% 0.0% 0.0% no I don't know anything Bike service: 14.3% yes 28.6% 28.6% 0.0% 28.6% no Walking paths: 57.1% yes 28.6% 14.3% 0.0% 0.0% no
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	PT: 28.6% yes, I always recommend 42.9% 0.0% 28.6%

		<p>0.0% no, I never recommend</p> <p>Bike service:</p> <p>0.0% yes always</p> <p>14.3%</p> <p>42.9%</p> <p>14.3%</p> <p>28.6% no never</p> <p>Walking paths:</p> <p>57.1% yes always</p> <p>42.9%</p> <p>0.0%</p> <p>0.0%</p> <p>0.0% no never</p>
Contributions to existing/possible <b>SUMPs</b> by 8 demonstrator regions	<b>Nr. 67:</b> Does the region have a transport strategy and/or SUMPS	-
Decrease of free 5.000 <b>parking spaces</b> in city/centres and at leisure attractions	<b>Nr. 49:</b> Number of parking spaces in the target area: Number of parking spaces in total; Number of parking spaces to be paid for	1000 in total, 0 to be
	<b>Q10:</b> When travelling by car did you experience parking problems?	<p>Difficult to find parking 8</p> <p>Not enough parking 4</p> <p>Expensive 3</p> <p>Sometimes 2</p> <p>Double parking 2</p> <p>Large number of problematic parking 1</p>
Reduction of <b>private car (rented car)</b> use among targeted visitors -10%	<b>Q4:</b> How did you travel here?	<p>Own car 5</p> <p>Rental car 25</p> <p>Taxi 39</p> <p>Public bus 2</p> <p>Train 0</p> <p>Coach 41</p> <p>Bike 2</p> <p>Motorbike 0</p> <p>Boat 0</p> <p>Airplane 57</p>

	<b>Q5:</b> Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Limassol.doc → p. 6 et seqq.
	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	Walking 0 Cycling 0.001 PT 1 Car 29 Ship/ferry 30 Other 39.999 (not further specified)
	<b>Nr. 46.</b> Cars and car rental: Number of cars	1000
	<b>Nr. 46.</b> Cars and car rental: Number of car rental per 1000 tourists	0
	<b>CR4:</b> Number of cars available for rent at your company during 2011: How many cars in total were available for rent at your company?	Company 1: 75 Company 2: 80 Company 3: 30 Company 4: 26 Company 5: 26
	<b>CR9:</b> Average distance driven per rental vehicle during 2011: On average, how many days was a vehicle rented during 2011? (maximum 365 days); What average distance (kilometres) was driven per rental vehicle during 2011?	Company 1: 10 Company 2: 180 Company 3: 5 Company 4: 200 Company 5: 3
Increase of regional yearly <b>public transport</b> demand 80.000	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	n/a

	<p><b>Nr. 39:</b> Public transport demand in the target area</p>	<p>n/a</p>
	<p><b>Nr. 61:</b> Are there activities targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>Only Limassol cycling club promotes bicycle usage and also advocates the minimization of car usage.</p>
	<p><b>Nr. 63:</b> Are there special campaigns targeted at citizens and/or tourists in terms of sustainable mobility that are not included in the SEEMORE-project?</p>	<p>-</p>
	<p><b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?</p>	<p>PT:          28.6% yes, I always recommend          42.9%          0.0%          28.6%          0.0% no, I never recommend</p> <p>Bike service:          0.0% yes always          14.3%          42.9%          14.3%          28.6% no never</p> <p>Walking paths:          57.1% yes always          42.9%          0.0%          0.0%          0.0% no never</p>
	<p><b>HR11:</b> Available transportation/mobility information</p>	<p>66.7% yes</p>

	<p><b>HR12:</b> If your company provides transportation/mobility information, do you give/pass on this information to your guests?</p>	<p>33.3% yes to all guests                  0.0% yes to some guests                  66.7% yes to those who ask                  0.0% no</p>
	<p><b>Q8:</b> Public transport trips</p>	<p>See. Document: SEEMORE_Results baseline data_Limassol.doc                  → p. 14 et seqq.</p>
<p>Overall increase 5% of non-motorized trips (<b>walking, cycling</b>) among target group</p>	<p><b>Q4:</b> How did you travel here?</p>	<p>Own car 5                  Rental car 25                  Taxi 39                  Public bus 2                  Train 0                  Coach 41                  Bike 2                  Motorbike 0                  Boat 0                  Airplane 57</p>
	<p><b>Nr. 47:</b> Number of tourists arriving by car in the target area</p>	<p>n/a</p>
	<p><b>Q5:</b> Which attractions did you visit during your stay and how did you get there?</p>	<p>See. Document: SEEMORE_Results baseline data_Limassol.doc                  → p. 6 et seqq.</p>
	<p><b>Q6:</b> Bike trips</p>	<p>See. Document: SEEMORE_Results baseline data_Limassol.doc                  → p. 9 et seqq.</p>
	<p><b>Q7:</b> Walking Trips</p>	<p>See. Document: SEEMORE_Results baseline data_Limassol.doc                  → p. 12 et seqq.</p>
	<p><b>Nr. 34:</b> Cycling trips: Number of cycling trips per tourist and year in the target area</p>	<p>0,08 (E)</p>



	<b>Nr. 33:</b> Modal split for day trips, i.e. percentage of day trips by different modes of transport among tourists in target area.	n/a
	<b>Nr. 28:</b> Bicycles: Number of bicycles for rent in target area	70 for rent 5 hotels 7%
	<b>BR4:</b> How many bikes were available for rent at your company?	2 responses: 300 70
	<b>BR5:</b> On average, how many days was a bike rented during 2011 (maximum 365 days)?	2 responses: 180 365
	<b>HR7:</b> Bicycles available for rent/to borrow, at your hotel/hostel/camp site	28.6% yes
	<b>HR8:</b> Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days)?	2 days 5-10 days
	<b>BR4:</b> How many bikes were available for rent at your company? How many of these were electric bikes?	2 responses: 300 70
	<b>BR6:</b> How many scooters/motorcycles were available for rent at your company? How many of these were electric	Missing
	<b>CR4:</b> Number of cars available for rent at your company during 2011: How many of the total number of cars were electric cars? How many of the total number of cars, were classified as green/environmentally friendly cars?	Company 1: 75 Company 2: 80 Company 3: 30 Company 4: 26 Company 5: 26 .

	<b>CR5:</b> Number of scooters/motorcycles available for rent at your company during 2011: How many scooters/motorcycles were available for rent at your company? How many of these were electric?	None
	<b>CR6:</b> Number of four-wheelers available for rent at your company during 2011 How many four-wheelers were available for rent at your company? How many of these were electric?	Company 1: 10 Company 2: 0 Company 3: 0 Company 4: 0 Company 5: 0

Templates and instructions for the collection and reporting of data will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- Collection of missing baseline data in June 2013;
- Collection of data to measure progress towards achievement of indicators after the first implementation season (templates for which will also contain elements of MaxSumo)

Templates and instructions for the evaluation after two implementation seasons will be set up and introduced in April/May 2014.

## 7.4 Regional context indicators for context evaluation

**(in bold letters the number of the question in the online survey on regional characteristics is stated)**

No.	Indicator	Unit of Measure	Year	Data/Value
	<b>Nr. 8:</b> Fuel availability and price	€/l	Summer 2012	Petrol 1.34EUR Diesel 1.36EUR Ethanol – Biogas CNG –
	<b>Nr. 10:</b> Number of tourist arrivals in the target area in the previous year ,i.e. 2012 the amount of 2011 were provided.	No./ month + Total	2011	Total : 616 989 Jan: 8277 Feb: 19 098 Mar:19 865 Apr: 43 969 May: 56 273 Jun: 73 106 Jul: 83 684 Aug: 80 812

				Sep: 78 554 Oct: 87 782 Nov: 47 074 Dec: 18 494
	<b>Nr. 11:</b> Average daily number of tourists during high season;plus weekend peaks if applicable	No.	2011	2500
	<b>Nr. 14:</b> Number of overnight stays in target area in the resp. year	No.	2011	2 000 000
	<b>Nr. 21:</b> Travel time between main city and 5 main attractions (by car, PT, bike, walking)	Minutes (min)	2012	By PT: Amathus Archeological Site: 15 Limassol Medieval Castle: 1 Old Town: 1 Kolossi: 30 Kourion Amphitheatre: 40
	<b>Nr. 45:</b> Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	Less than 1
	<b>Nr. 22:</b> Walking distance from the 5 main attractions to nearest PT-stops/stations	Meters (m)	2012	Bus: Amathus Archeological Site: 100m Limassol Medieval Castle: 50m Old Town: 100m Kolossi: 20m Kourion Amphitheatre: 500m
	<b>Nr. 23:</b> Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Bus: Amathus Archeological Site: 15 Limassol Medieval Castle: - Old Town: - Kolossi: 30 Kourion Amphitheatre: 45-60 minutes weekdays, 90-150 minutes weekends
	<b>Nr. 24:</b> Number of transport arrivals to the specified main attractions/day	No.	2012	By PT: Amathus Archeological Site: missing Limassol Medieval Castle: missing Old Town: missing Kolossi: missing Kourion Amphitheatre: 2500

				Bus + 7000 Turist Bus Car: Amathus Archeological Site: missing Limassol Medieval Castle: missing Old Town: missing Kolossi: missing Kourion Amphitheatre: 13 000
	<b>Nr. 26:</b> Length of existing transport networks in target area (road network, bicycle network, sidewalks)	Km	2012	Missing road nw 252 bike nw Missing nw
	<b>Nr. 36/37:</b> Data on PT and private collective transport: Number of lines (number of operators)	No.	2012	<u>PT:</u> Bus: 60 lines, 2 operators  <u>Private:</u> 0 lines, 0 operators
	<b>Nr. 38:</b> Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	75% yes, 25% no
	<b>Nr. 46:</b> Car ownership	No. of cars/1000	2012	1000/1000

Templates and instructions for the collection and reporting of context data and information will be set up and introduced to demonstrator regions in April/May 2013. Both for:

- The collection of missing baseline data for context evaluation;
- The establishment of focus group meetings to discuss the development of the regional context and how it affects project implementation after the first and the second implementation season. These focus groups are to be carried out in conjunction with the discussions in the frame of process evaluation (for which templates will also be provided).

## 7.5 Timescale for evaluation activities in demonstrator regions

	05/ 2013	06/ 2013	08-10/ 2013	05/06 2014	08-11/ 2014	10/2014 01/2015
Introduction to evaluation/ data collection templates						
Collection of missing regional baseline/context data						
Regional Monitoring/ Evaluation activities						
Focus Groups (Context and process evaluation)						
Joint discussion of results at consortium meeting						
Reporting/Contribution to (intermediate) evaluation report						
Elaboration of long-term strategy						

## 7.6 Data collection in different evaluation stages and levels

The following table shows the different stages and levels of evaluation in demonstrator regions in relation to the data collection methodology:

	Method of collection	Additional Info/Requirements
<b>Collection of missing regional baseline data and missing/enlarging data from surveys to hotels, bike and car rentals</b>	Counting/quantifications from/of different sources	<ul style="list-style-type: none"> <li>• To be collected before the first SEEMORE implementation season (best June 2013)</li> <li>• Same procedure as for collection of baseline data in 2012</li> <li>• No additional template provided – take overview from LEP</li> <li>• For surveys to hotels car/bike rentals – online surveys will be available in coordination with Trivector</li> <li>• If possible try to get to an overall sample of 5 bike/car rentals and 10 hotels</li> </ul>
<b>Output Quantication</b>	Counting/quantification from different sources	See table under 1.3. and PIT
<b>Questionnaire to tourists on</b>	Interviews with tourists	<ul style="list-style-type: none"> <li>• Interview minimum of 120</li> </ul>

<p><b>impacts</b></p>		<p>tourists</p> <ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Template questionnaire will be provided</li> <li>• Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using!</li> <li>• On-line tool for entering data from interviews will be provided</li> </ul>
<p><b>Evaluation of trainings, SUMPS and improvements of Information /Infrastructure on impacts</b></p>	<ul style="list-style-type: none"> <li>• Interviews with hotel staff</li> <li>• Feedbacks from training participants</li> <li>• Information from PT-operators, planners and different service providers</li> </ul>	<ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Template questionnaires will be provided (incl. EPOMM training quality label questionnaire)</li> <li>• Some questions in templates have to be adapted to demonstrator regions' situation/progress of work there. Pls. check/adapt carefully before using!</li> <li>• On-line tool for entering data from interviews will be provided</li> </ul>
<p><b>Focus Groups (context and process evaluation)</b></p>	<ul style="list-style-type: none"> <li>• Counting/quantifications from different sources of context data</li> <li>• Collection of qualitative data by discussing key question in focus groups organized in demonstrator regions (in conjunction with LWG-meetings)</li> </ul>	<ul style="list-style-type: none"> <li>• Collection after every implementation season (i.e. 08-10/2013 resp. 08-11/14)</li> <li>• Guiding questions will be provided</li> <li>• On-line tool for entering quantitative and qualitative will be provided</li> </ul>
<p><b>Joint discussion of evaluation results/experiences at consortium meeting</b></p>	<p>Common reflection in the course of consortium meeting</p>	<p>Moderated discussions along key questions provided</p>

## 8 LOCAL COMMUNICATION PLAN

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### 8.1 Introduction

Based on the overall SEEMORE Integrated Communication Plan (D6.3), which includes the main guidelines and instructions for all dissemination and communication activities, regions are expected to develop their own local communication plan.

In this document, all communication actions are specified by partners, identifying particular target groups and expected deadlines. Thus, the local communication plan supports partners as a roadmap when introducing their awareness and dissemination strategies in their regions.

### 8.2 Contents and structure of Local Communication Plans

The Local Communication Plans (LCP) of all SEEMORE partners are the basis for further communication activities carried out locally by each partner. The plans should contain a clear description of the objectives, target groups, the local dissemination strategy as well as the local dissemination and communication activities.

Thus, the strategy on how to best reach the target groups and how to serve their needs will be considered from the very beginning on.

Particularly, the LCP should support the local partners to organise their activities in a structured and tailor-made way, mainly by providing information on the following key questions:

- What do you plan to communicate and disseminate?
- Where do you plan to communicate and disseminate the SEEMORE outputs?
- Who is the audience, the target groups?
- How and with which methods and tools are you working?
- When are you planning to undertake these activities?

To ensure a good fulfilment of these questions, the LCP aim at:

- To describe and define local communication activities to be performed.
- To specify communication means and communication channels on the local level.

### 8.3 Target groups

The main SEEMORE target groups categories on the project level are:

- Target group 1: Visitors of tourist regions.
- Target group 2: Residents in the tourist regions.
- Target group 3: Local and regional authorities.
- Target group 4: Mobility providers (both public and private operators).
- Target group 5: Local business and entrepreneurs: accommodation and leisure activities.

The local target groups are:

- Cyprus Tourism Organisation (CTO)
- Local Authorities
- EAL (Limassol City Buses + Airport Shuttles)
- EMEL (Limassol Passenger Transport Company)
- Intercity Buses
- ACTE (Association of Cyprus Tourist Enterprises)
- ACTA (Association of Cyprus Travel Agents)
- CHA (Cyprus Hotel Association)
- ABC Bike Rental Company
- NEXTBIKE
- Taxi Drivers Association

<b>Local target group name: Cyprus Tourism Organisation (CTO)</b>	
<b>Target group category: 1</b>	
<b>General description :</b>	Cyprus Tourism Organisation operates offices both in Cyprus and abroad. The Head Office is based in Lefkosia (Nicosia) while there are Regional Offices in other cities and areas across the island - Lefkosia (Nicosia), Lemesos (Limassol), Larnaka (Larnaca), Agia Napa, Protaras, Pafos (Paphos), Kato Pafos (Kato Paphos), Larnaka Airport (Larnaca Airport), Pafos Airport (Paphos Airport), Lemesos Port (Limassol Port), Germasogeia, Platres and Polis Chrysochous.
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in and that fall in to their jurisdiction. Providing, making, coordinating actions related to information and guides. Info desks etc.
<b>Relevant facts and data:</b>	<a href="http://www.visitcyprus.com/wps/portal">http://www.visitcyprus.com/wps/portal</a>



<b>Local target group name: Local Authorities</b>	
<b>Target group category: 3</b>	
<b>General description :</b>	Municipality of Limassol Municipality of Yermasoyia Municipality of Mesa Yitonia Municipality of Agios Athanasios Municipality of Kato Polemidia Community of Agios Tichonas
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in and that fall in to their jurisdiction.
<b>Relevant facts and data:</b>	<a href="http://www.limassolmunicipal.com.cy/index_en.html">http://www.limassolmunicipal.com.cy/index_en.html</a> <a href="http://www.yermasoyia.org">www.yermasoyia.org</a> <a href="http://www.mesayitonia.com.cy/">http://www.mesayitonia.com.cy/</a> <a href="http://www.agiosathanasios.org.cy/">http://www.agiosathanasios.org.cy/</a> <a href="http://www.agiostychonas.com/page/welcome">http://www.agiostychonas.com/page/welcome</a>

<b>Local target group name: EAL (Limassol City Buses + Airport Shuttles)</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	City Routes Airport Routes
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Provide route and map information, ticket options, bike carrying options etc.
<b>Relevant facts and data:</b>	<a href="http://www.pameaerodromio.eu/">http://www.pameaerodromio.eu/</a>

<b>Local target group name: EMEL (Limassol Passenger Transport Company)</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	Urban Routes Central Routes Rural Routes Student Routes Night Routes
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Provide route and map information, ticket options, bike carrying options etc.
<b>Relevant facts and data:</b>	<a href="http://www.limassolbuses.com/en/">http://www.limassolbuses.com/en/</a>

<b>Local target group name: Intercity Buses</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	Interurban Routes
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Provide route and map information, ticket options, bike carrying options etc.
<b>Relevant facts and data:</b>	<a href="http://www.intercity-buses.com/index.php">http://www.intercity-buses.com/index.php</a>

<b>Local target group name: ACTE (Association of Cyprus Tourist Enterprises)</b>	
<b>Target group category: 5</b>	
<b>General description :</b>	Members include hotels, tourist villages, event planners, lawyers, water parks, water sport businesses, airports, ports, airlines etc.
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Help contacting and applying SEEMORE actions in tourist enterprises .
<b>Relevant facts and data:</b>	<a href="http://www.acte.com.cy/">http://www.acte.com.cy/</a>

<b>Local target group name: ACTA (Association of Cyprus Travel Agents)</b>	
<b>Target group category: 5</b>	
<b>General description :</b>	<p>The Association of Cyprus Travel Agents is the NGO agency involved in tourism and travel affairs par excellence.</p> <p>Its members include the majority of Cypriot Travel Agents and Tour Operators who represent almost all overseas travel organisations operating in Cyprus.</p> <p>ACTA is monitoring all developments, local and worldwide, concerning tourism and travel and is in a good position promote SEEMORE actions widely.</p>
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Help contacting tourist enterprises and travel agencies to apply SEEMORE actions.
<b>Relevant facts and data:</b>	<a href="http://www.acta.org.cy/">http://www.acta.org.cy/</a>

<b>Local target group name: CHA (Cyprus Hotel Association)</b>	
<b>Target group category: 5</b>	
<b>General description :</b>	<p>The Cyprus Hotel Association is the Hoteliers National Trade Union, established in the 1930s. The vast majority of the hotels and licensed tourist accommodation units in Cyprus are their members</p> <p>The most important aims of the Association are as follows:</p> <ul style="list-style-type: none"> <li>• The protection and promotion of the interests of the hoteliers as employers and as professionals, as well as of the interests of Cyprus in general</li> <li>• The promotion and upgrading of the Cyprus tourism development</li> <li>• The upgrading and development of the hotel establishments in Cyprus and the improvement of the professional level of the hoteliers</li> <li>• The solidarity between its members</li> </ul>
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Help contacting the hotels to apply SEEMORE actions.
<b>Relevant facts and data:</b>	<a href="http://www.cyprushotelassociation.org/">http://www.cyprushotelassociation.org/</a>

<b>Local target group name: ABC Bike Rental Company</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	Bike rental company, operates in all major cities in Cyprus and Rhodes.
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Expansion of bike rental scheme.
<b>Relevant facts and data:</b>	<a href="http://abc-bicycles.com/">http://abc-bicycles.com/</a>

<b>Local target group name: NEXTBIKE</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	Bike sharing company, operates in Limassol
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Expansion of the bike sharing scheme.
<b>Relevant facts and data:</b>	<a href="http://www.nextbike.com.cy/">http://www.nextbike.com.cy/</a>

<b>Local target group name: Taxi Drivers Association</b>	
<b>Target group category: 4</b>	
<b>General description :</b>	Private taxi drivers.
<b>Role in the project:</b>	To cooperate to complete the actions that they are involved in. Taxi sharing schemes.
<b>Relevant facts and data:</b>	

## 8.4 Local communication activities

As described in the SEEMORE Integrated Communication Plan, the dissemination products are:

- Project brochures: introductory and final publishable brochure
- Teaser postcards
- Posters
- Roll ups
- Electronic newsletters
- Local promotional videos
- Media releases for launched local actions
- Local Framework Workshops
- National Transfer Seminars
- Participation or organisation additional conferences/meetings and/or similar events.

The following table shows the list of dissemination products and networking activities:

Nº	Dissemination product	Type of product	Size/form and amount	Target group	Dissemination level (local, regional or national)	Month of completion
1	Brochures	publication	4 pages, 350 units	3,4,5	National	35
2	Teaser postcard	Publication	10x15cm, 50.000 units	1,2,3,5	Regional	14
3	Poster	Publication	70x100cm, 300 units	1,2,3,5	Regional	14
4	Roll up	Publication	200x85cm, 1 unit	1,2,3,4,5	Regional	9
5	Electronic newsletter	Publication	8 pages, 6 units	3,4,5	National	6,12,18,24,30
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	1,3,4,5	Regional	26
7	Media releases	Publication	1-2 pages, 1 per action	1,2,3,4,5	National	ongoing.
8	Local Framework Workshop	Presentation	1-2-day/s event	3,4,5	National	12, 18, 24, 30,36
9	National Transfer Seminar	Presentation	1-day event	3,4,5	National	36
10	Conferences, other events	Presentation	30 minutes	4,5	Regional	36

## 8.5 Local Communication Schedule

Nº	Diss.	Month of completion
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