



## Local Framework Document – Malta

Output/Deliverable no. D2.5 of the SEEMORE project

Date of preparation of this document: 14.11.2013

### Project Coordinator:

CINESI Transport Consultants, Spain

Mr. Maarten van Bemmelen

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

Phone. +34 971 613714

Start date of the project: April 2012

End date of the project: April 2015

### Author of this document:

Partner: Local Councils' Association

Authors: Lili Vasileva, Mr Azzopardi, Mr Formosa

email: [lvasileva@lca.org.mt](mailto:lvasileva@lca.org.mt)

Phone: +356 21 444 296

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

Legal disclaimer:

The sole responsibility for the content of this document lies with the authors. It does not represent the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein. SEEMORE is co-funded by the Intelligent Energy Europe Programme of the European Commission and runs from April 2012 until April 2015.

## TABLE OF CONTENTS

1	About the SEEMORE project .....	6
1.1	Project Summary.....	6
1.2	The SEEMORE consortium .....	7
2	Description of the document .....	8
3	DOCUMENT Revision History .....	9
4	Glossary .....	10
5	Visions and goals .....	11
6	Action plan .....	13
6.1	Sustainable Information package- definition and elaboration; translation and integration to stakeholders, hotels and tourists attractions’ websites.....	20
6.2	Promotion of mutual links between transport and destination websites.....	21
6.3	Sustainable mobility information provision in long distance collective transport services	22
6.4	Training on sustainable mobility options & training local mobility and tourism staff.....	23
6.5	Local dissemination campaign- distribution of dissemination material, production and dissemination of local video .....	24
6.6	Awareness rising products: Promotion of emission calculation tool and environment quality label.....	25
6.7	Promotion of guided cycling tours and guided tours by coach or boat.....	26
6.8	Bicycle services: bicycles in PT, Bicycle sharing/ rental schemes, complementary infrastructure and services .....	27
6.9	Low cost bicycle rental at hotels.....	28
7	Local Monitoring and evaluation plan .....	29
7.1	SEEMORE on Malta .....	29
7.2	Objectives.....	29
7.3	Impact monitoring and evaluation Malta .....	30
7.4	Regional context indicators for context evaluation.....	41
7.5	Timescale for evaluation activities in demonstrator regions.....	44
7.6	Data collection in different evaluation stages and levels .....	44
8	Local communication plan .....	46
8.1	Introduction .....	46

8.2	Contents and structure of Local Communication Plans.....	46
8.3	Target groups .....	46
8.4	Local communication activities .....	51
8.5	Local Communication Schedule ( Dissemination Timeframe) .....	53

Annex I: Local Evaluation Plan – Output Impact Indicators



# 1 ABOUT THE SEEMORE PROJECT

---

## 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 Fyrbodol	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

---

This document is the Local Framework Document for the region of Malta. 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 Malta.

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

---

Version Number	Date	Comments
1.0	2012-12-11	First draft send to Trivector
1.1	2013-01-16	Adjusted version sent for peer-review
1.2	2013-01-18	Draft peer-reviewed by Horarios de Funchal
1.3	2013-01-22	Deliverable D2.5.7
1.4	2013-02-22	Updated version sent to Trivector
1.5	2013-11-14	Final deliverable including Local Evaluation Plan

**Table 1 – Document revision history**

During the project lifetime, revisions of the LFD will be made continuously. This Document revision table helps to keep track of changes.

## 4 GLOSSARY

---

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

---

The vision and goals of the region, as developed and agreed with the Local Working Group consists of three inte-related goal-related action objectives:

- Promoting local and regional integrated policies;
- Sustainable Tourism;
- Optimising Urban Mobility

The first theme is *Promoting integrated policies*. An integrated approach can best deal with the complexity of urban transport systems, the governance issues and the links between cities and their surrounding areas or regions, the interdependence between transport modes, the limitations within urban space and the role of urban systems in the wider European transport system. This theme includes three key goals - namely, accelerating the take-up of sustainable urban mobility plans, sustainable urban mobility and regional policy, and transport for healthy urban environments.

The second theme is *Focusing on tourists*. High quality and affordable public transport is the backbone of a sustainable urban transport system. Related goals include a platform on tourist rights in urban public transport, improving accessibility for tourists with reduced mobility, improving travel information, access to green zones, campaigns on sustainable mobility behaviour, and energy-efficient driving as part of driving education.

The third and final theme is *Optimising urban mobility*. Effective integration and interconnection between different transport networks are key features of a sustainable transport system. This can facilitate modal shift towards more environmentally friendly modes of transport. Indeed, affordable and family-friendly public transport solutions are essential to encourage tourists to become less car-dependent, to use public transport, to walk and cycle more, and explore new way of mobility. One example is car-sharing, carpooling and bike-sharing. Alternative means of transport such as electric bicycles, scooters and motorbikes as well as taxis can also play an important role. Here, the key goal is working towards the implementation of Intelligent transport systems (ITS) for urban mobility. We have to look at, for example, electronic ticketing and payment, traffic management, travel information, access regulation and demand management. As a start, the national government is encouraged to launch a study on improving the interoperability of ticketing and payment systems across services and transport modes, including the use of smart cards in urban transport.

Our vision for Malta is to improve its level of eco-tourism by approaching the tourists to spend enough time in certain attraction destination, instead of visiting many attractions in a hurry. Using sustainable mobility, tourists will have the possibility to experience a deeper type of travel by staying in one place longer and seeing the things that are close to them. It is an easier, simpler

and slower way of travelling. Sustainable mobility will encourage tourists to spend adequate time in one place rather than rushing around. Hence, seeing what is near rather than running around on long daytrips to see the 'must-sees'.

For this to become a real possibility, we need to influence tourists to see their travels in special ways, such as following statements express:

- (i) tourism is not "consumed" in a hurry,
- (ii) the journey is not a means but an end in itself, just as the final destination,
- (iii) tourism is not fast food,
- (iv) travel is not merely the means but the purpose in itself, just like the final destination is,
- (v) every place visited should be part of a picturesque landscape and without the existence of a large man-made element,
- (vi) each traveller has the right to explore and 'taste' of natural places,
- (vii) lifestyle proposed by slow travel helps to maintain physical and mental comfort.

This will become a reality only if more tourists opt for more sustainable mobility options such as e-bikes, walking, and public transport.

## 6 ACTION PLAN

---

The need for a sustainable mobility plan as far as tourists regions are concerned should be given priority status in Malta. This would aim to create a sustainable urban transport system by addressing – at least – the following objectives:

- (i) ensuring the accessibility offered by the transport system is available to both residents and tourists,
- (ii) improve safety and security in tourists regions,
- (iii) reduce air and noise pollution, greenhouse gas emissions and energy consumption;
- (iv) improve the efficiency and cost-effectiveness of the transportation of persons and goods, and
- (v) contribute to enhancing the attractiveness and quality of the urban environment and urban design.

To reach such an action plan, it is important that responsibilities are as much as possible shared amongst stakeholders, include realistic timings, and having excellent cost-effective reports so that the output is maximized as much as possible.

It is important that State Ministries and relative government entities join together with non-governmental organisations, parastatal companies, and private entrepreneurs to come up with efficient strategies that would develop as well as strengthen sustainable mobility in tourist regions. There also need to be firm ideas on the timing of strategies deployed. Whilst one must put in place realistic frameworks, it is also important for efforts are implemented at strategic months of the year so as to have the highest returns possible.

Much emphasis is to be put on visitors who visit Malta for leisure purposes rather than work-related events, as these will be more inclined to engage in e-mobility actions such as renting bicycles and taking walking tours.

As regards financing is concerned, it is evident that this issue is always an issue, because even where funds are available, these are never enough to implement all the ideas that stakeholders have in relation to sustainability schemes. It is therefore important that one thinks in depth as how it is possible to maximize the funds that one has at his/her disposal. One must start by implementing measure that cost next to nothing as well as taking advantage of organizations who believe in the importance of sustainable mobility and who are thus ready to share their resources so as to make such an endeavour a resounding success.

The Action Plan will develop further during the duration of the SEEMORE project.

**Table 3 – Example of Action Plan**

Action	Status before implementation	Brief description	Responsible Actor	Other participating organizations	Timing	Financing	Quantified target
Definition and elaboration of sustainable mobility information package	There is information published with routes and destinations but there is no information published on how to reach some places of interest, information on coach and boat guided tours and information about cycling	<p>Detailed information about:Public transport-routes, fares, maps, timetables).</p> <ul style="list-style-type: none"> <li>- Information about available transport from Airport and port</li> <li>- Points of interest and information on how to reach them</li> <li>- Information on coach guided tours</li> <li>- Information about cycling-cycling routes, bike- rental companies, etc.</li> </ul>	LCA and Subcontractor	Tourism and Transport operators-Malta Tourism Authority, Transport Malta, ARRIVA	March 2013-June 2013	Project budget	1 mobility information package produced in electronic version
Translation of mobility information	Such information does not exist in foreign languages	Translation of mobility information in 1 or 2 other language (Italian, Spanish, French or German)	LCA and Subcontractor		June 2013-July 2013	Project budget	translation of the package in at least 1 additional language

Promotion of mutual links between transport and destination websites	Very limited	Promotion of mutual links between transport and destination websites	LCA and Subcontractor	ARRIVA, tourists attractions' destinations	May 2013-December 2014	Project budget	
Integration of mobility information in hotel's package to costumers and websites	Hotels do not have such information on their websites	Integration of the sustainable mobility information package at hotels/ websites	LCA and Subcontractor	Local hotels	June 2013-december 2014	Project budget	contacting 50 hotels
Sustainable mobility information provision in long distance collective transport services	Sustainable mobility information about Malta is not provided in long distance collective transport services	LCA will target long distance collective transport services in order to convince them to provide sustainable mobility information on their websites/ magazines, etc	LCA and Subcontractor	long distance collective transport companies	June 2013-December 2014	None	contacting 5-10 long distance transport companies



Information desk extension	some hotels provide information about PT through leaflets	Sustainable mobility information at stakeholders websites/ hotels, tourists attractions	LCA and Subcontractor	MTA, hotels, tourist attraction companies			at least 10 information desks extended by providing more information about sustainable mobility-tourist information offices, hotels, etc
Training on integrated sustainable mobility options	We are not aware that there was such training ever before	Training on integrated sustainable mobility options (hotel staff, tourist information offices)	LCA and Subcontractor	hotels, MTA	June 2013-December 2013	Project budget	minimum of 20 key participants
Local distribution of SEEMORE dissemination material		Local distribution of SEEMORE dissemination material- posters, brochure, postcards,etc.	LCA and Subcontractor		June 2013-December 2014	Project budget	
Production of local SEEMORE video		Production of local SEEMORE video	LCA and Subcontractor		June 2013-July 2013	Project budget	
Local campaigns and additional material		Local campaigns and additional material	LCA and Subcontractor		June 2013-December 2014	Project budget	

Emission calculation tool (using an existing one, to be determined)	Local tourism and transport providers do not use such tool	Promotion of the emission calculation tool-using an existing one, provided by the SEEMORE project.	LCA and Subcontractor	MTA, ARRIVA, Transport Malta, bicycle renting companies		Project budget	
Environmental Quality Label on mobility behavior	Use of EU Eco Label	Environment label- for hotels and other bodies that promote sustainable mobility. Using a label provided by the SEEMORE project.	LCA and Subcontractor	Hotels, MTA, tourist attraction companies, bicycle renting companies		Project budget	
Guided tours by coach or boat	There are guided coach or boat tours available. However, LCA will promote them further	Information about the available guided tours by coach and boat	LCA and Subcontractor	MTA	March 2013-December 2014	Project budget	
Bicycle transport in PT	Curently, it is not possible to place a bicycle in the bus. Buses with bike-racks do not exist	LCA will try to convince Transport Malta and ARRIVA to set bike racks at the public buses	LCA and Subcontractor	ARRIVA	April 2013-March 2015	None	
Low cost bicycle rental at hotels	There is only 1 hotel that have available bicycles for rent	Promote low cost bicycle rental at hotels	LCA and Subcontractor	Hotels/bicycle renting companies	April 2013-December 2014	None	at least 2 more hotels providing bicycle renting

Bicycle sharing/rental schemes	Bicycle sharing schemes do not exist in Malta	Try to convince Transport Malta to launch bicycle sharing schemes	LCA and Subcontractor	Transport Malta, MTA	April 2013- March 2015	None	
Guided cycling tours	very limited information	Promotion of guided cycling tours	LCA and Subcontractor	cycling tours providers	March 2013- February 2015	Project budget	
Complementary infrastructure and services	limited bicycle lanes and few signs are currently available	Talks with Transport Malta in order to set new bicycle lanes and signs on the roads.	LCA and Subcontractor	Transport Malta	April 2013- March 2015	None	
Training local mobility and tourism planner and staff	We are not aware that there was such training ever before	Training of tourism professionals about PT (hotel staff, information desk personnel, attraction destinations staff, etc)	LCA and Subcontractor	Hotels, MTA, tourist attraction companies,	June 2013- December 2013	Project budget	at least 20 key participants

## 6.1 Sustainable Information package- definition and elaboration; translation and integration to stakeholders, hotels and tourists attractions' websites

**TASK in Annex I:** 3.1.1 A/ 3.1.1.B/ 3.1.2 C/ 3.1.2 F

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

Transport Malta, ARRIVA, Bicycle Advocacy Group, Malta Tourism Authority, Hotels, Tourists attractions

**Budget:**

Project Budget

**Aim of the action:**

To provide detailed information about:

- the public transport- routes, fares, maps, timetables, etc)
- available transport from Airport and cruiseport
- points of interest and information how to reach them
- information on coach guided tours
- information about cycling – routes, bike rental companies, etc

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

Up to date, such information does not exist at one place or by one source. Some of the information can be found from different sources (example- Arriva provides information about its routes in a leaflet).

**Action to do:**

Detailed research and gathering all information at one place. The information package will be produced in an electronic format since budget is not available for printing it.

The information will be also translated into at least one other language then English (Italian, French, German, or Spanish)

The information package will be then made available for stakeholders' websites, hotel's websites and tourists attractions' websites.

**Timetable**

Preparation: March 2013- June 2013

Implementation: June 2013- December 2014

**Targets and impact indicators**

At least 5000 tourist benefit from the information which will be available online at stakeholders websites and hotels' websites

**Output**

1 mobility information package in English and translated to at least one more language, integrated into various websites visited by tourists

## **6.2 Promotion of mutual links between transport and destination websites**

**TASK in Annex I:** 3.1.2 B

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

ARRIVA and tourists attractions' websites

**Budget:**

Project Budget

**Aim of the action:**

Links to the public transport operator will be available at many websites.

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

No links

**Action to do:**

Convince tourists attraction destination to provide link of ARRIVA webpage on their websites

### **Timetable**

Preparation:

Implementation: May 2013- December 2014

### **Targets and impact indicators**

At least 5 destination websites with links to public transport website

### **Output**

More attractions' websites with links to public transport website

## **6.3 Sustainable mobility information provision in long distance collective transport services**

**TASK in Annex I:** 3.1.2 D

### **Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:** long distance collective transport companies

### **Budget:**

None

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

Information about the sustainable mobility options in Malta to be available at long distance collective transport companies and available to their clients travelling to Malta

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

Sustainable mobility information about Malta is not provided in long distance collective transport services

### **Action to do:**

Contact long distance transport companies and convince them to provide information about mobility in Malta or upload the sustainable mobility information package at their websites or publish it in their magazines.

### **Timetable**

Implementation: June 2013- December 2014

### **Targets and impact indicators**

Contact 5 - 10 long distance transport providers

### **Output**

Sustainable mobility information about Malta available at long distance transport providers websites or magazines

## **6.4 Training on sustainable mobility options & training local mobility and tourism staff**

**TASK in Annex I:** 3.1.2 G/ 3.3.4 D

### **Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

### **Partners involved:**

MTA-Malta Tourism Authority, Tourist information offices, MTCE- Ministry for Tourism, Culture and the Environment, TM- Transport Malta, hotels, tourists attractions' destinations

### **Budget:**

Project Budget

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

To increase the knowledge of the tourism related staff about the sustainable mobility option available in Malta

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

No such training up to date

### **Action to do:**

Organize a training session and invite the relevant participants and stakeholders

### **Timetable**

Preparation: June 2013- September 2013

Implementation: September 2013- December 2013

### **Targets and impact indicators**

Minimum of 20 key participants

### **Output**

At least 20 key participants with increased knowledge about the sustainable mobility options in Malta, which will then share the information with the tourists that they are in contact with.

## **6.5 Local dissemination campaign- distribution of dissemination material, production and dissemination of local video**

**TASK in Annex I:** 3.1.4 A/ 3.1.4 B/ 3.1.4 C

### **Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

### **Partners involved:**

External Company to produce the video and the dissemination material

### **Budget:**

Project Budget

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

To give awareness about sustainable mobility and promote the SEEMORE project

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

Promotional videos about Malta exist however, they are not concentrated on sustainable tourism

### **Action to do:**

Printing of posters and teaser cards; production of video; setting up of 1 or 2 billboards in tourism areas or airport

Dissemination of posters, teaser cards, leaflets and video



**Timetable**

Implementation: June 2013- December 2014

**Targets and impact indicators**

Tourists at hotels

**Output**

## 6.6 Awareness rising products: Promotion of emission calculation tool and environment quality label

**TASK in Annex I:** 3.2.3 A/ 3.2.3. B

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

Transport and tourism stakeholders

**Budget:**

Project Budget

**Aim of the action:**

To show the real impact of travelers' behaviour to the environment

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

Emission calculation tools are not popular in Malta, however environment labels exists

**Action to do:**

Contact stakeholders in order to upload the provided by the project emission calculation tool on their respective websites.

Provide the environment quality label, available by the project, to all those stakeholders that provide the sustainable information package at their websites/ offices and provide mobility information to tourists.

**Timetable**

Preparation:

Implementation:

**Targets and impact indicators**

**Output**

## 6.7 Promotion of guided cycling tours and guided tours by coach or boat

**TASK in Annex I:** 3.3.1 F/ 3.3.3 B

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

MTCE, MTA, Coach and boat guided tours providers, cycling tours providers

**Budget:**

Project Budget

**Aim of the action:**

To promote and increase the number of tourists using cycling tours, coach and boat guided tours

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

Boat trips are popular among tourist in Malta, while guided coach tours and cycling tours needs further promotion

**Action to do:**

Information about cycling and guided coach tours will be included in the sustainable mobility information package which will be then disseminated among stakeholders in order to provide the information directly to tourists.

**Timetable**

Preparation: March 2013- June 2013

Implementation: June 2013- December 2014

**Targets and impact indicators**

At least 5000 tourist benefit from the information which will be available online at stakeholders websites and hotels' websites

**Output**

## **6.8 Bicycle services: bicycles in PT, Bicycle sharing/ rental schemes, complementary infrastructure and services**

**TASK in Annex I:** 3.3.2 A/ 3.3.3 B/ 3.3.3 D

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

Transport Malta, ARRIVA

**Budget:**

No budget

**Aim of the action:**

To convince Transport Malta to launch bicycle sharing schemes in Malta and to further develop the infrastructure for it; To convince ARRIVA that it is important to have bicycle racks in the buses.

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

Bicycle sharing schemes do not exist in Malta. Bicycle lines and signs are very limited. There are no buses with bicycle racks.

**Action to do:**

One to one meetings with Transport Malta and ARRIVA. Presentation of good practices from abroad.

**Timetable**

Preparation:

Implementation: April 2013- March 2015

**Targets and impact indicators**

Launching of new bicycle lines; more signature on the roads; launch of bicycle points and bicycle sharing scheme; bicycle racks in buses

**Output**

## 6.9 Low cost bicycle rental at hotels

**TASK in Annex I:** 3.3.3 A

**Responsible:**

LCA staff: Lili Vasileva, Jimmy Magro

External Experts: Fredrick Azzopardi, Marvin Formosa

**Partners involved:**

Hotels, bicycle rental companies

**Budget:**

No budget

**Aim of the action:**

To convince more hotels to provide bicycle renting service to their clients

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

We are aware of only 1 hotel currently providing this service to its clients

**Action to do:**

Common meetings with hotels and bicycle renting companies

**Timetable**

Preparation:

Implementation: April 2013- December 2015

**Targets and impact indicators**

At least 2 more hotels to provide this service to its clients

**Output**

## 7 LOCAL MONITORING AND EVALUATION PLAN

---

### 7.1 SEEMORE on Malta

Malta is an island situated in the heart of the Mediterranean 80 kilometres south of Sicily and 33 kilometres north of Libya. At 316 kilometres squared, Malta is one of the world's smallest states and the most densely populated country in the European Union. Tourism in Malta is an important sector of the country's economy, contributing to about 15% of the nation's gross domestic product (GDP). More than 1.2 million tourists visit Malta each year. Malta features a number of tourism attractions encompassing elements of the island's rich history and culture, as well as aquatic activities associated with the Mediterranean. In addition, medical tourism has become popular in Malta in recent years. Malta's primary international connections are the airport at Gudja and by sea mainly the Grand Harbour, and the Malta Freeport. Road transport is the dominant mode in Malta in passenger transport with 80%, while buses and coaches have a 20% share in modal split. Tourists use taxi, coaches and buses to a very high extent.

Malta has quite an extensive public transport network, but the problem is that although the island is very small in size sometimes it is difficult to reach the desired destinations, especially such destinations that are of high relevance for tourists, such as beaches. The major problem is that often there is no bus connection between smaller towns, tourist resorts, and attractions. Travel times by public transport can be 10 times higher than by car, and thus unattractive for both visitors and residents. Also riding bicycles is not very popular, since there are not many renting points and not many bicycle lanes in Malta. Therefore it is very popular among tourists to rent a car in order to reach the desired destinations easily and fast.

### 7.2 Objectives

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

- sustainable mobility information for tourists (elaboration of a sustainable mobility information package, translation of mobility information into 1-2 other languages, promotion of mutual links between transport and destination websites, integration of sustainable mobility information in hotel's packages to costumers, information about the available guided tours by coach and boat, ...)
- awareness raising regarding sustainable mobility (training for staff at hotels and tourist offices on integrated sustainable mobility options, local distribution of SEEMORE dissemination materials, production of local SEEMORE video, local campaigns, emission calculation tool, environmental quality label on mobility behaviour, ...)
- improved sustainable mobility options for tourists (try to convince public transport operators to set bike racks at the public buses, promote low cost bicycle rental at hotels, try to convince Transport Malta to launch bicycle sharing schemes, promotion of guided cycling tours, ...)

### 7.3 Impact monitoring and evaluation Malta

In order to realize the three pillars of the SEEMORE-vision Malta 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), in the following an overview is given on which output foreseen within SEEMORE on Malta 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 for Malta 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
Malta	Low sample for BR and CR (instead of 5 each)	100	1	2	15

Quantified 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?	69% yes
	<b>HR10:</b> Do you recommend your guests to use these types of transport in the town/city/region you work in?	PT: 80% yes always 0.0% 20% 0.0% 0.0% no never  Bike service: 40% yes always 20% 40% 0.0% 0.0% no never  Walking paths:

		60% yes always 20% 20% 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?	40% yes to all guests 40% yes to some guests 20 yes to those who ask 0.0% no not to any guests
	<b>Nr. 55.</b> Number of companies/stakeholders providing mobility information in the target area	101 hotels 6 tourism agencies 1 PT office 9 airport 3 port
	<b>Nr. 58.</b> Is there online mobility information and online route planners for transport available (at for example public transport website)?	There is no distinct online website that provides a holistic overview of mobility possibilities. However, one finds a website on the public transport system as regards the time-table, route information, night buses, as well as school, airport, and special events services. It also provides information on tariffs, information of the range of ticket types available, ticket booths, and saver card options.
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: 80% yes, I know everything 0.0% 20% 0.0% 0.0% no I don't anything  Bike service: 40% yes everything 20% 20% 20% 0,0% no nothing  Walking paths: 40% yes everything 40% 0.0%



		<p>20% 0.0 no nothing</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: 80% yes always 0.0% 20% 0.0% 0.0% no never</p> <p>Bike service: 40% yes always 20% 40% 0.0% 0.0% no never</p> <p>Walking paths: 60% yes always 20% 20% 0.0% 0.0% no never</p>
<p>Contributions to existing/possible <b>SUMPs</b> by 8 demonstrator regions</p>	<p><b>Nr. 67:</b> Does the region have a transport strategy and/or SUMPS</p>	<p>Transport Malta and its predecessor agencies have provided the Government of Malta with various draft vision documents to be considered. Transport Malta continues to draft, with the assistance of outside consultants, a number of high level strategies for the Government of Malta to consider.</p> <p>Public Transport – Taxis (2008). The Government prepared a document that envisages the taxi as an essential part of an integrated public transport strategy designed to meet the needs of the client. The ultimate aim of the taxi reform is to bring about higher levels of taxi use, both by tourists and above all by the Maltese. The vision document sets out that the reforms needed are divided into structural and organisational matters.</p>

		<p>Public Transport – Buses (2008). The Government prepared its vision on how the Public Transport System could be improved in terms of network, type of vehicles, passenger and management information, and financials. Following this vision, the Government decided to establish a public service contract with a single operator for Malta and Gozo. Sustainable Energy &amp; Electric Cars. In conjunction with the Ministry for Resources and Rural Affairs and other stakeholders, Transport Malta is participating in the development of this policy. It is expected that this policy will be published by the second quarter of 2012.</p>
<p>Decrease of free 5.000 <b>parking spaces (on project level)</b> in city/centres and at leisure attractions</p>	<p><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</p>	<p>40 000 in total                  2000 to be</p>
	<p><b>Q10:</b> When travelling by car did you experience parking problems?</p>	<ul style="list-style-type: none"> <li>• Very difficult to find lot 3, especially at night 2 and in the evening 1 and in Valletta 1</li> <li>• parking attendants ask for money in free parking lots 2</li> <li>• often stuck in traffic 1</li> <li>• a lot of traffic 1</li> </ul>

Reduction of <b>private car (rented car)</b> use among targeted visitors -10%	<b>Q4:</b> How did you travel here?	0 own car 20 rental car 7 taxi 6 public bus 0 train 67 coach 0 bike 0 motorbike 0 boat 100 airplane  All tourists interviewed travelled to Malta by airplane. On the island 67 were mobile with a coach, 20 with a rental car, 7 with a taxi and 6 with a public bus.
	<b>Q5:</b> Which attractions did you visit during your stay and how did you get there?	See. Document: SEEMORE_Results baseline data_Forli-Cesena.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 10 Cycling 0 PT 30 Car 0 Ship 0 Other 60 Taxi
	<b>Nr. 46.</b> Cars and car rental: Number of cars	743
	<b>Nr. 46.</b> Cars and car rental: Number of car rental per 1000 tourists	Not available
	<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?	160

	<p><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?</p>	<p>Average distance driven: 200 km                  275 days</p>
<p>Increase of regional yearly <b>public transport</b> demand                  50.000</p>	<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.</p>	<p>Walking 10                  Cycling 0                  Pt 30                  Car 0                  Ship 0                  Other 60 Taxi</p>
	<p><b>Nr. 39:</b> Public transport demand in the target area</p>	<p>Not available</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>Building on the success in 2011, Malta will be celebrating Car Free Day on Sunday 16th September 2012. The purpose of this day, which coincides with the European Mobility Week, is to raise awareness amongst the public to promote the use of public transport, cycling, walking and encouraging people to reduce their reliance on cars as a primary mode of transport. This year's campaign theme is "Moving in the right direction!". MEPA and the Tourism and Sustainable Development Unit within the Office of the Prime Minister which together form part of an inter-ministerial committee consisting of the representatives of key Government ministries and</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>authorities, are inviting all local councils and NGOs to submit, before Monday 16th July, proposals for activities that may be organized around Malta and Gozo. The scope of the activities may include sporting events related to the promotion of car-free sustainable mobility (walking, cycling, running etc); cultural and artistic events (concerts, exhibitions, artistic installations, etc) related to Car Free Day theme or recreational activities for families, children and youths. The proposals will be evaluated by Car free Day Preparatory Committee for which the best 10 and 5 proposal best proposals presented by local councils and NGOs respectively will be awarded a sponsorship.</p> <p>Over the past few years, the Maltese government has been striving to introduce legislation, regulations, campaigns and strategies to encourage more sustainable transport. The focus has been mainly on promoting more use of public transport and of cycling, on reducing vehicle emissions, and on reducing traffic congestion in the Capital city Valletta in particular. Some of the strategies and initiatives used are (i) introduction of more cycling lanes, (ii) increased public transport routes and direct services, (iii) improvement in bus shelters, (iv) ferry service between Sliema and Valletta, (v) trialing of Walking Bus to school in</p>
--	---	--

		<p>certain localities, (vi) board a Bus' Campaign, (vii) emissions Alert 'Campaign, (viii) annual 'Car-free Day, (ix) introduction of free Park and Ride Service for commuters to Valletta, (x) introduction of charges for parking in Valletta (Controlled Vehicular Access ; pay-as-you-go system), (xi) introduction of electric vehicles service in Valletta, (xii) pedestrianisation of main streets and squares, particularly in Valletta and resort areas, and (xiii), Legislation and regulations regarding vehicle fuel, speed limitation engine control in certain vehicles, catalytic convertors, tyre pressure guages, and end-of-life vehicle waste management.</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:        80% yes always        0,0%        20%        0,0%        0,0% no never        Bike service:        40% yes always        20%        40%        0,0%        0,0% no never        Walking paths:        60% yes always        20%        20%        0,0%        0,0% no never</p>
	<p><b>HR11:</b> Available transportation/mobility information</p>	<p>100% 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>40% yes to all guests                  40% yes to some guests                  20 yes to those who ask                  0,0% no not to any guests</p>
	<p><b>Q8:</b> Public transport trips</p>	<p>See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc                  → p. 12 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>0 own car                  20 rental car                  7 taxi                  6 public bus                  0 train                  67 coach                  0 bike                  0 motorbike                  0 boat                  100 airplane                  All tourists interviewed travelled to Malta by airplane. On the island 67 was mobile with a coach, 20 with a rental car, 7 with a taxi and 6 with a public bus.</p>
	<p><b>Nr. 47:</b> Number of tourists arriving by car in the target area</p>	<p>50 000</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_Forli-Cesena.doc                  → p. 6 et seqq.</p>
	<p><b>Q6:</b> Bike trips</p>	<p>See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc                  → p. 9 et seqq.</p>
	<p><b>Q7:</b> Walking Trips</p>	<p>See. Document: SEEMORE_Results baseline data_Forli-Cesena.doc                  → p. 10 et seqq.</p>

	<b>Nr. 34:</b> Cycling trips: Number of cycling trips per tourist and year in the target area	Not available
	<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 10 Cycling 0 PT 30 Car 0 Ship 0 Other 60 Taxi
	<b>Nr. 28:</b> Bicycles: Number of bicycles for rent in target area	94, 9 e-bikes 1 hotel 0.7%
	<b>BR4:</b> How many bikes were available for rent at your company?	One company: 50 One company: 24
	<b>BR5:</b> On average, how many days was a bike rented during 2011 (maximum 365 days)?	One company: 350 One company: 3
	<b>HR7:</b> Bicycles available for rent/to borrow, at your hotel/hostel/camp site	20% yes
	<b>HR8:</b> Rented bikes: On average, how many days was a bike rented/borrowed during 2011 (maximum 365 days) ?	One hotel stated, it has 10 bikes for rent
	<b>BR4:</b> How many bikes were available for rent at your company? How many of these were electric bikes?	One company: 50, n/a One company: 24; 10 electric
	<b>BR6:</b> How many scooters/motorcycles were available for rent at your company? How many of these were electric	n/a
	<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	160, none



	cars?	
	<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?	2

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 1.44EUR Diesel 1.38EUR
	<b>Nr. 10:</b> Number of tourist arrivals in the target area in the previous year ,i.e.	No./ month + Total	2011	Total: 1 270 923 Jan: 56 457 Feb: 76 698

	2012 the amount of 2011 were provided.			Mar: 99 653 Apr: 112 975 May: 117 150 Jun: 128 949 Jul: 137 772 Aug: 137 503 Sep: 132 785 Oct: 120 676 Nov: 78 427 Dec: 71 878
	<b>Nr. 11:</b> Average daily number of tourists during high season; plus weekend peaks if applicable	No.	2011	8 602, no peaks
	<b>Nr. 14:</b> Number of overnight stays in target area in the resp. year	No.	2011	7 394 728
	<b>Nr. 21:</b> Travel time between main city and 5 main attractions (by car, PT, bike, walking)	Minutes (min)	2012	By PT: Hypogeum: 60 Cathedral: 30 Gardens: 30 Bay: 60 Marsoxlokk: 75
	<b>Nr. 45:</b> Cost of PT ticket/ Cost to make a 10-km trip by public transport (average/ estimation)	€	2012	2.20 €
	<b>Nr. 22:</b> Walking distance from the 5 main attractions to nearest PT-stops/stations	Meters (m)	2012	Bus: Hypogeum: 50 Cathedral: 100 Gardens: 100 Bay: 700 Marsoxlokk: 100
	<b>Nr. 23:</b> Frequency of bus lines to 5 main attractions	Minutes (min)	2012	Bus: Hypogeum: 30 Cathedral: 30 Gardens: 5 Bay: 30 Marsoxlokk: 30
	<b>Nr. 24:</b> Number of transport arrivals to the specified main attractions/day	No.	2012	PT: Not available Car: Not available
	<b>Nr. 26:</b> Length of existing transport networks in target area (road network, bicycle network, sidewalks)	Km	2012	3096 road nw Bike nw not available Sidewalks not available

	<b>Nr. 36/37:</b> Data on PT/private collective transport: Number of lines (number of operators)	No.	2012	PT-Bus: 116 lines, 1 operator Boat: 3 lines, 1 operator  PT-private: Bus: 140 lines, 24 operators
	<b>Nr. 38:</b> Collective transport to/from airport, port (no. of tourists)	Y/N (No.)	2012	600 000
	<b>Nr. 46:</b> Car ownership	No. of cars/1000	2012	743/1000

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

---

### 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.

Considering the abovementioned main target groups, describe your local key stakeholders and target groups already identified in the description of the regions.

The local target groups are:

- Ministry for Tourism, Culture and the Environment.
- Tourism and Sustainable Development Unit
- Valletta Cruise Port.
- Transport Malta
- Malta Airport
- Institute of Tourism, Travel and Culture, University of Malta.
- Arriva
- Malta Hotels and Restaurants Associations.

<b>Local target group name: (Ministry for Tourism, Culture and the Environment)</b>	
<b>Target group category: (3)</b>	
<b>General description :</b>	This Ministry covers various vital aspects of Malta's on-going progress and development including: Tourism and eco-tourism, Culture, and the Environment
<b>Role in the project:</b>	To inform us on good practices in sustainable transport mobility
<b>Relevant facts and data:</b>	The Ministry is responsible for the promotion of car-free sustainable mobility such as walking, cycling and running

<b>Local target group name: (Tourism and Sustainable Development Unit)</b>
<b>Target group category: (3)</b>

<b>Local target group name: (Tourism and Sustainable Development Unit)</b>	
<b>General description :</b>	The Tourism and Sustainable Development Unit (TSDU) within the MTCE structure is responsible for EU affairs relating to tourism, environment, sustainable development and policy development in these areas.
<b>Role in the project:</b>	To inform us on good practices in sustainable transport mobility
<b>Relevant facts and data:</b>	The TSDU runs an EU co-financed scheme for sustainable tourism projects by enterprises and acts as the focal point for the LIFE EU environment programme

<b>Local target group name: (Valletta Cruise Port)</b>	
<b>Target group category: (4)</b>	
<b>General description :</b>	Valletta Cruise Port plc (formerly VISET Malta plc) is a limited liability company which is responsible for the cruise and ferry terminal operations.
<b>Role in the project:</b>	To help us disseminate information on sustainable mobility opportunities and even implement them
<b>Relevant facts and data:</b>	More than 590,000 passengers came to our shores on cruise liners in Jan-Nov 2012, beating 2011's record of 556,000 passengers

<b>Local target group name: (Transport Malta)</b>	
<b>Target group category: (3)</b>	
<b>General description :</b>	The Authority's mission is to promote and develop the transport sector in Malta by means of proper regulation and by promotion and development of related services, businesses and other interests both locally and internationally



<b>Local target group name: (Transport Malta)</b>	
<b>Role in the project:</b>	To help us disseminate information on sustainable mobility opportunities and even implement them
<b>Relevant facts and data:</b>	The transportation system in Malta is small but extensive, and the islands' domestic system of public transport is reliant on buses and taxis,

<b>Local target group name: (Malta Airport)</b>	
<b>Target group category: (4)</b>	
<b>General description :</b>	Malta International Airport (IATA: MLA, ICAO: LMML) is the only airport in Malta and it serves the whole Maltese Archipelago. It is located between Luqa and Gudja.
<b>Role in the project:</b>	To help us disseminate information on sustainable mobility opportunities
<b>Relevant facts and data:</b>	The airport serves as the main hub for Air Malta.

<b>Local target group name: (Institute of Tourism, Travel and Culture, University of Malta)</b>	
<b>Target group category: (3)</b>	
<b>General description :</b>	The Institute for Tourism, Travel and Culture, formerly known as the Tourism Department has, as its main objective, the teaching of tourism studies at tertiary level at the University of Malta.
<b>Role in the project:</b>	To inform us on good practices in sustainable transport mobility

<b>Local target group name: (Institute of Tourism, Travel and Culture, University of Malta)</b>	
<b>Relevant facts and data:</b>	The Institute works closely with local tourism stakeholders such as hotels, restaurants, respective government entities and Ministries, heritage agencies and craft organizations.

<b>Local target group name: (Malta Hotels and Restaurants Association)</b>	
<b>Target group category: (5)</b>	
<b>General description :</b>	The aim of MHRA is to encourage the competitiveness of our destination, through a strategy oriented on an efficient partnership between all the stakeholders
<b>Role in the project:</b>	To help us disseminate information on sustainable mobility opportunities
<b>Relevant facts and data:</b>	Today, MHRA has also a good number of Associate Partners whose activities are closely linked to the Tourism Sector.

<b>Local target group name: (Arriva)</b>	
<b>Target group category: (4)</b>	
<b>General description :</b>	A major restructure of the bus service in Malta took place on 3 July 2011. The network was taken over by Arriva, new low-floor buses were introduced and service and fare structures change dramatically.
<b>Role in the project:</b>	To help us disseminate information on sustainable mobility opportunities
<b>Relevant facts and data:</b>	The Arriva fleet consists of 264 buses, including 2 seven-metre buses for the intra-Valletta route, 61 nine-metre buses including 10 hybrid electric buses for park and ride services as well as selected village routes.

## 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
- Billboard campaign
- 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/preparation
1	Brochures	publication	4 pages, 350 units	1/3/4/5	National	7
2	Teaser postcard	Publication	10x15cm, 50.000 units	1	National	14
3	Poster	Publication	70x100cm, 300 units	1/2/3/4/5	National	14
4	Roll up	Publication	200x85cm, 1 unit	3/4/5	National	9
5	Electronic newsletter	Publication	8 pages, 6 units	3/4/5	National	8, 12, 18, 24, 30
6	Promotional videos	Video break	Long: 2-5 min. Short: 1 min.	1/2/3/4/5	National	15
7	Billboard campaign	Billboard	1-2	1	National	16
8	Media releases	Publication	1-2 pages, 1 per action	2/3/4/5	National	14, 20, 34
9	Local Framework Workshop	Presentation	1-2-day/s event	3/4/5	National	8
10	National Transfer Seminar	Presentation	1-day event	3/4/5	National	20, 30
11	Conferences, other events	Presentation	30 minutes	3/4/5	National	tbd

## 8.5 Local Communication Schedule ( Dissemination Timeframe)

Nº	Diss. product	Month of completion																																											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36								
1	Brochures																																												
2	Teaser postcard																																												
3	Poster																																												
4	Roll up																																												
5	Electronic newsletter																																												
6	Promotional videos																																												
7	Media releases																																												
8	Local Framework Workshop																																												
9	National Transfer Seminar																																												
10	Conferences, other events																																												

