



SEEMORE Central European Transfer Seminar **Bucharest, 30 October 2014**

Presentation of the SEEMORE project and role of the CEI

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What is SEEMORE?

- Energy-efficient transport solutions for visitors in eight coastal regions
- March 2012 – March 2015



Source: HF



Implementation regions:

- 4 island destinations
- 4 mainland destinations





Partners

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 Forlì-Cesena **Italy**

Central European Initiative **Italy**

Limassol Tourism Development and Promotion Co Ltd **Cyprus**

Stratagem Energy Ltd **Cyprus**

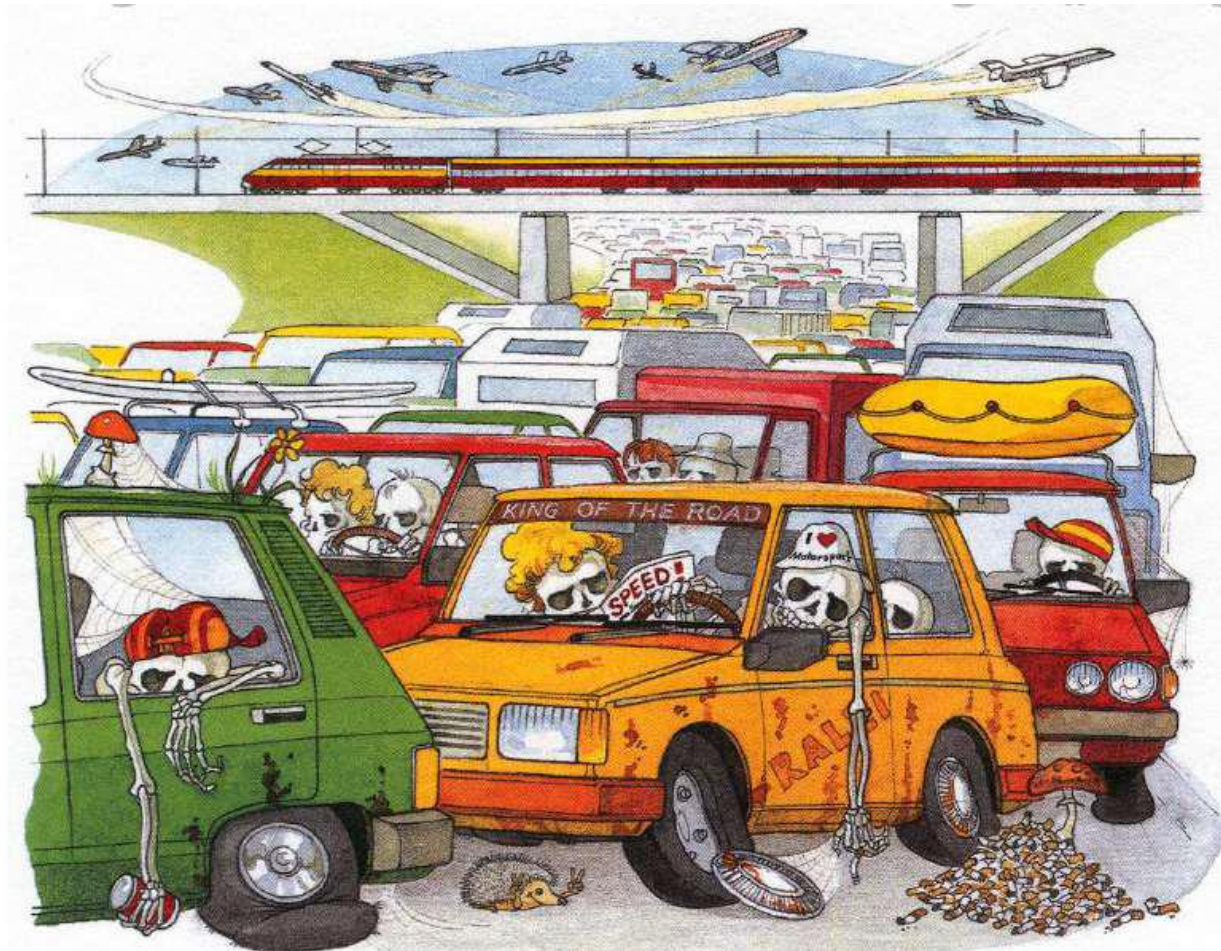
Horários do Funchal Public Transport **Portugal**

Local Councils' Association **Malta**





Background – Sustainable mobility in tourism: why? (1/2)



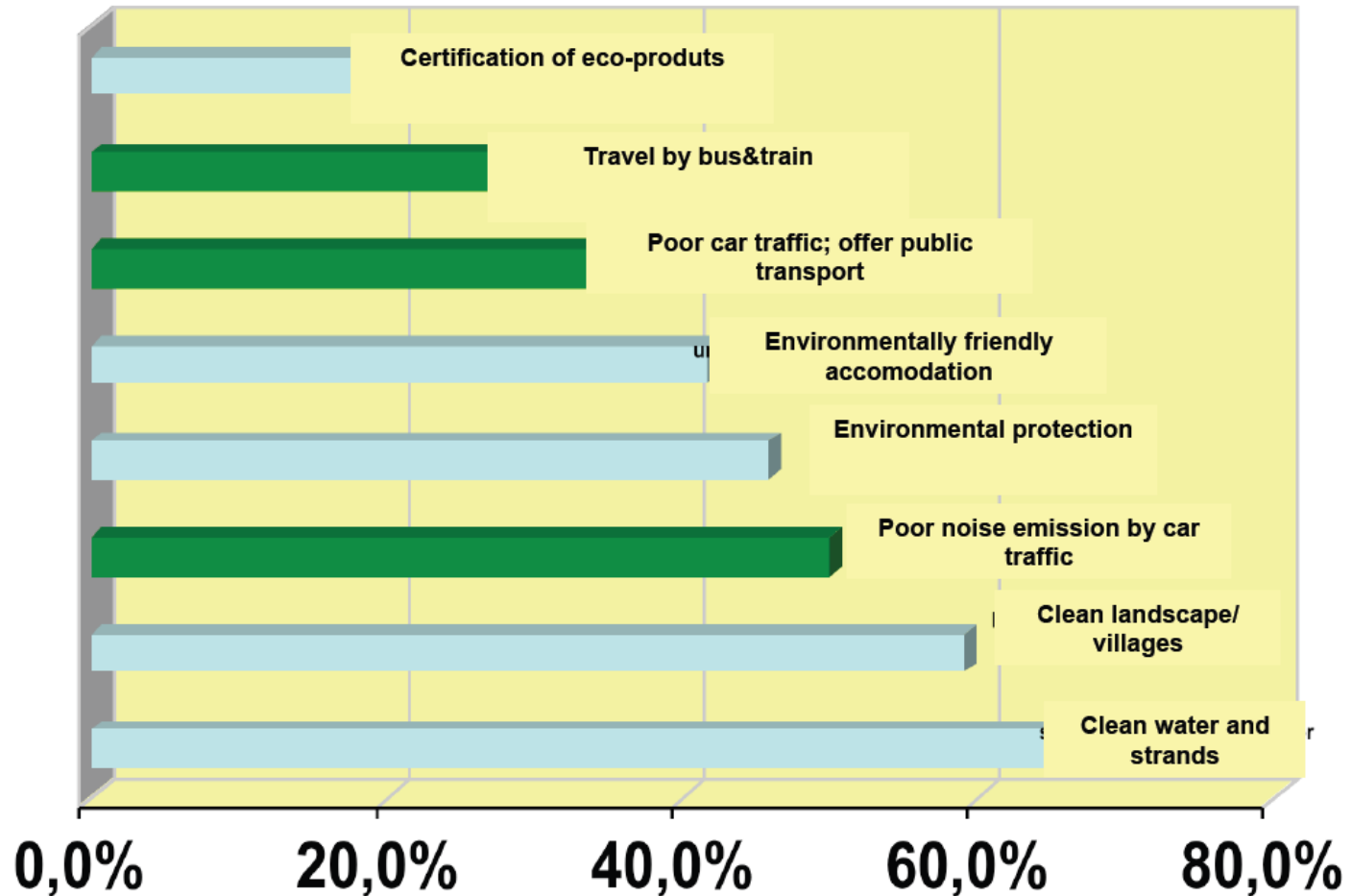


Background – Sustainable mobility in tourism: why? (2/2)

- Tourists are rarely taken into account when planning mobility solutions
- Many tourist regions face **seasonal peaks** in demand for transport services, causing problems such as:
 - congestions and increased travel times
 - environmental pollution (noise, CO₂, etc.)
 - accidents
 - decrease in quality of life for inhabitants
 - decreased attractiveness for tourists (that have a growing ecological conscience)



Background: what tourists value



What tourists wants

source: Deutsche Reiseanalyse 2002/ECOTRANS



Sustainable mobility: what to do?

- Infrastructure gaps (...considerable funds needed...)

BUT also...

- Information on mobility options
- Communication and awareness raising
- Tourism & mobility products development





CEI role within SEEMORE

- **Transfer of knowledge**, methodology and best practices from SEEMORE regions to other (CEI) regions
- Soft measures: high potential for transferability
- Transfer at **national level**:
17 National Seminars in SEEMORE countries in autumn 2013 and autumn 2014
- Transfer at **international level**:
 - First Central European Transfer Seminar (October 2013, Trieste)
 - **Second Central European Transfer Seminar (October 2014, Bucharest)**





Thank you for your attention!

www.seemore-project.eu



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