

Cross-border mobility in the Alpine Region

Innovative solutions for public authorities and transport operators

WS 1 results
Date: 14th March 2019



EXAMPLES of SOLUTIONS

Twenty projects have been selected across different

- a) project types (deducted from WP3) 
- b) settlement system characteristics (metropolitan, urban, rural)

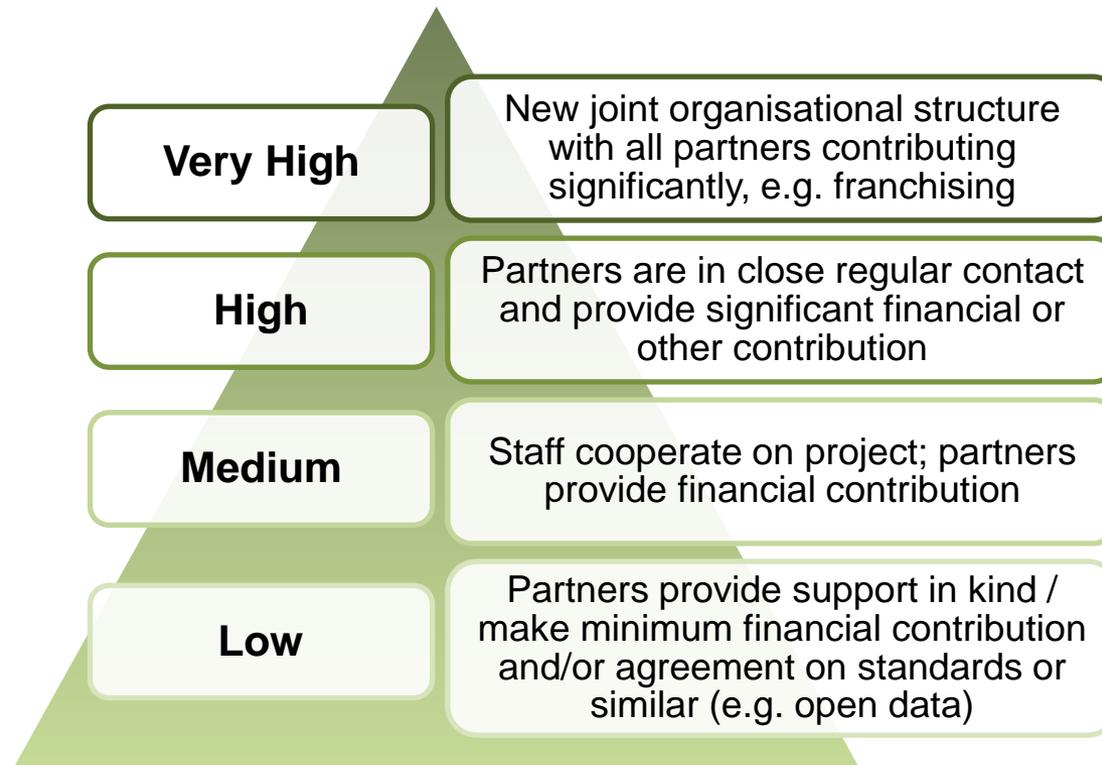
Facts and insights on the projects are recorded separately (see .xlsx). This includes:

- Short description and main facts
- Aims and user benefits
- Spatial commuting structure
- Transport modes
- Countries and stakeholders involved
- Funding / investment sources
- Intensity of cooperation

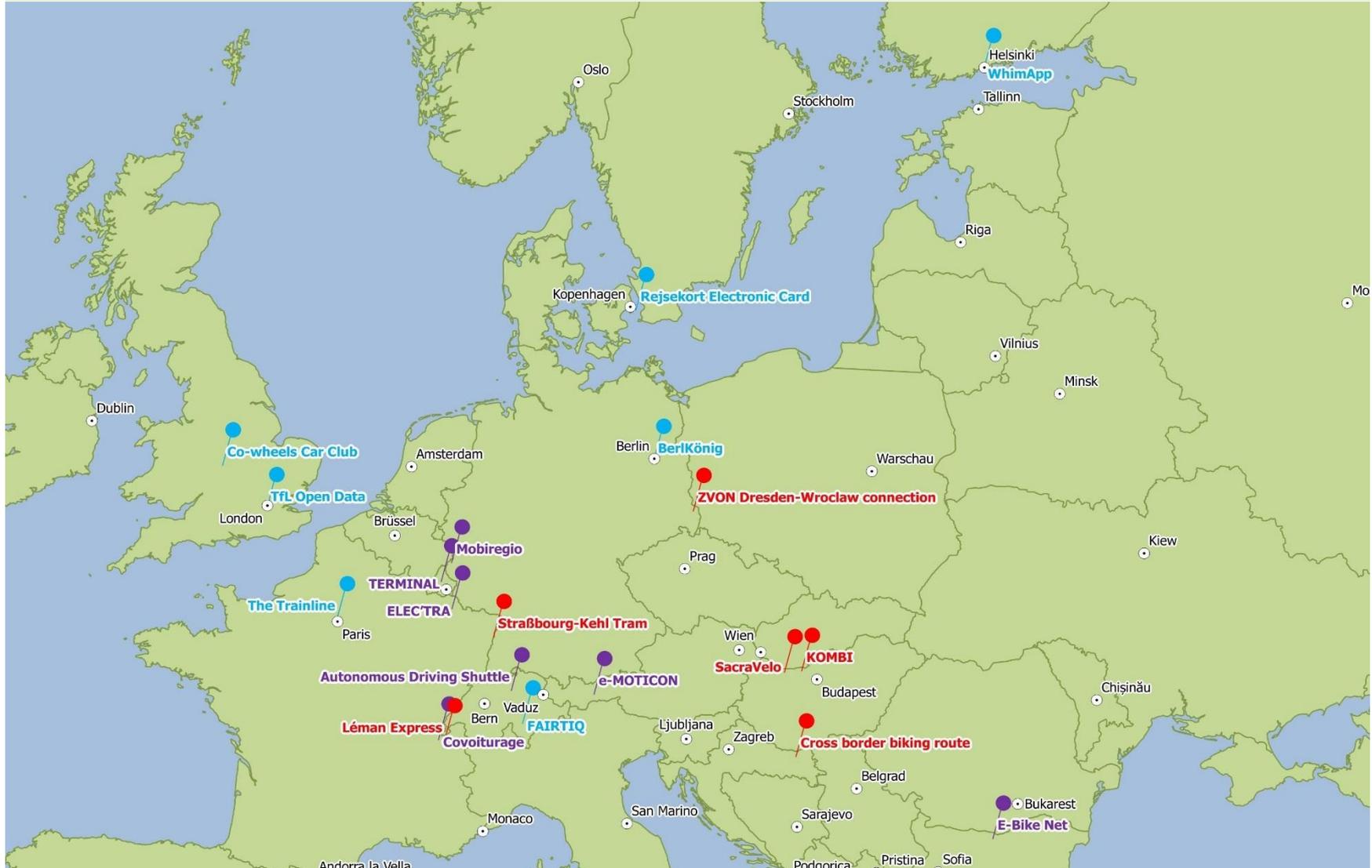
Project Type	Icon
Infrastructure	
Sharing	
Cross-border connection	
Tickets and Tariffs	
R&D cooperation	
E-Mobility	
Maps/Online Platform	

EXAMPLES of SOLUTIONS

Five levels of cooperation intensity:



Geographic distribution of selected projects



EXAMPLES of SOLUTIONS

- The examples of solutions are categorised according to:
 -  - Classic projects (eg: infrastructure, coordinated timetables)
 - These projects do not involve the use of state of the art technology but depend on solutions or techniques which have been available for decades.
 -  - Innovative projects include digitalization projects
 - These projects use advancements in technology and mobile connectivity to ensure higher efficiency of existing infrastructure or to help bring a promising technology into the main stream through scientific research and pilot projects.
 -  - New players in mobility
 - The field of mobility is undergoing a fundamental change which is helping in making travel seamless, connected, and shared. These new players offer a glimpse of the possibilities awaiting the mobility sector in terms of Sharing, Mobile Ticketing, Open Data , etc.

Examples - Classic projects

Name	KOMBI 	Cross-border biking route 	SacraVelo 
Countries	SK, HU	HU, HR	HU, SK
EU-funding / costs	85% of total 0,833 mio €	85% of total 0,861 mio €	85% of total 2,341 mio €
Short description	Rural cross-border bike sharing integrated in PT as well as infrastructure	Rural biking route between Croatia and Hungary for tourism	Rural biking route betw. Hungary and Slovakia, incl. App promoting sights
Cooperation intensity*	Medium	Medium	Medium
Project Type	Sharing 	Infrastructure 	Infrastructure Maps / Online Platform 

Examples - Classic projects



Name	Dresden – Wrocław Connection 	Léman-Express 	Strasbourg-Kehl Tram 
Countries	DE, PL	CH, FR	FR, DE
EU-funding / costs	Information not published	Information not published	~5% (4 mio €)
Short description	Coordinated cross-border rail connection and timetables, Urban/Rural	Joint Venture Rail company connecting Switzerland and France	Tram line connecting Strasbourg (FR) and Kehl (DE) with Tariff agreement
Cooperation intensity	Low	Very High	High
Project Type	Cross-border Connection 	Cross-border Connection 	Tickets and Tariffs  Infrastructure 

Examples - Innovative projects

	e-MOTICON	Project "E-Bike Net"	ELEC'TRA
Name			
Countries	AT, FR, DE, IT, CH, SI	BG, RO	DE, FR, LU
EU-Funding/cost	85% of total 2.085 mio €	100% of total 0,762 mio €	50% of total 0,985 mio €
Short description	Harmonizing charging infrastructure standards in the EU Alpine Space	Rural E-Bike Rental and Network of E-Charging Points across 32 towns	Supporting electric and intermodal mobility to reduce SOV* journeys
Cooperation intensity	Low	Medium/Low	High/Medium
Project Type	E-Mobility 	E-Mobility 	E-Mobility  R&D cooperation 

*SOV=Single occupancy vehicle

Examples - Innovative projects

Name	Mobiregio 	Covoiturage bassin lémanique 	TERMINAL	Autonomous Shuttle (Zug) 
Countries	DE, FR, LU, BE	FR, CH	DE, FR, LU	CH
EU-funding / costs	50%, total amount not published	32% of total 950.000 €	60% of total 3,09 mio €	None, total cost: 2.7 mio Swiss Francs
Short description	Cooperation on mobility between multiple partners	Commuter Carpooling in Greater Geneva area	Automated electric minibuses, cross-border trial in cities	Urban self-driving shuttle integrated in Swiss PT
Cooperation intensity	High	High	High/Medium	Medium
Project Type	R&D cooperation Maps/Online Platform  	Sharing  Maps/Online Platform 	Sharing  R&D cooperation 	Sharing  R&D cooperation 

Examples - New Players



Name	WhimApp 	FAIRTIQ 	Rejsekort 
Countries	FIN, UK, NL	CH, AT, LIE	DK, SE
EU-funding / costs	No EU-funding, private investment information not public	No EU-funding, private investment information not public	No EU-funding, company owned by all regional PTO
Short description	Mobility as a Service (MaaS) app available in Helsinki, Antwerp, West Midlands (UK)	Check-in-assisted-Check-out mobile public transport ticketing app with best price cap	Check-in-Check-out electronic chip card for public transport includes cross-border connection
Cooperation intensity	Medium/Low	Low	Very High
Project Type	Tickets and Tariffs  Maps/Online Platform 	Tickets and Tariffs 	Tickets and Tariffs 

Examples - New Players



Name	TfL Open Data 	The Trainline 	BerlKönig 	Co-wheels Car Club
Countries	UK	EU	DE	UK
EU-funding / costs	No EU-funding, total cost not published	No EU-funding, total cost not published	No EU-funding, Public-Private Partnership	No EU-funding, total cost not published
Short description	Sharing London Public Transport Data via open access APIs	Online shop for train and coach tickets across the whole of Europe	Ridesharing service pooling passenger journeys in BVG-branded vehicles	UK's biggest car club including electric cars in cities as well as rural places
Cooperation intensity	Low	Low	High	Depending on location: Low to very high
Project Type	Maps/Online Platform 	Tickets and Tariffs 	Sharing 	Sharing E-Mobility

STAKEHOLDER ANALYSIS

A bit of theory:

- Stakeholders are crucial to the success of a project.
- A stakeholder analysis allows the project owner to assess how the interests of the stakeholders identified should be addressed in a project or a policy implementation
- Three steps should be executed:
 1. Identify stakeholders whose interests are affected and whose support would benefit the project (slide 13)
 2. Document their needs, motivations, and business models (if applicable) (slides 14-15)
 3. Assess their level of interest and influence (slide 16-17)

STAKEHOLDER ANALYSIS

The stakeholders' key needs in the area of cross-border (sustainable) mobility (2):

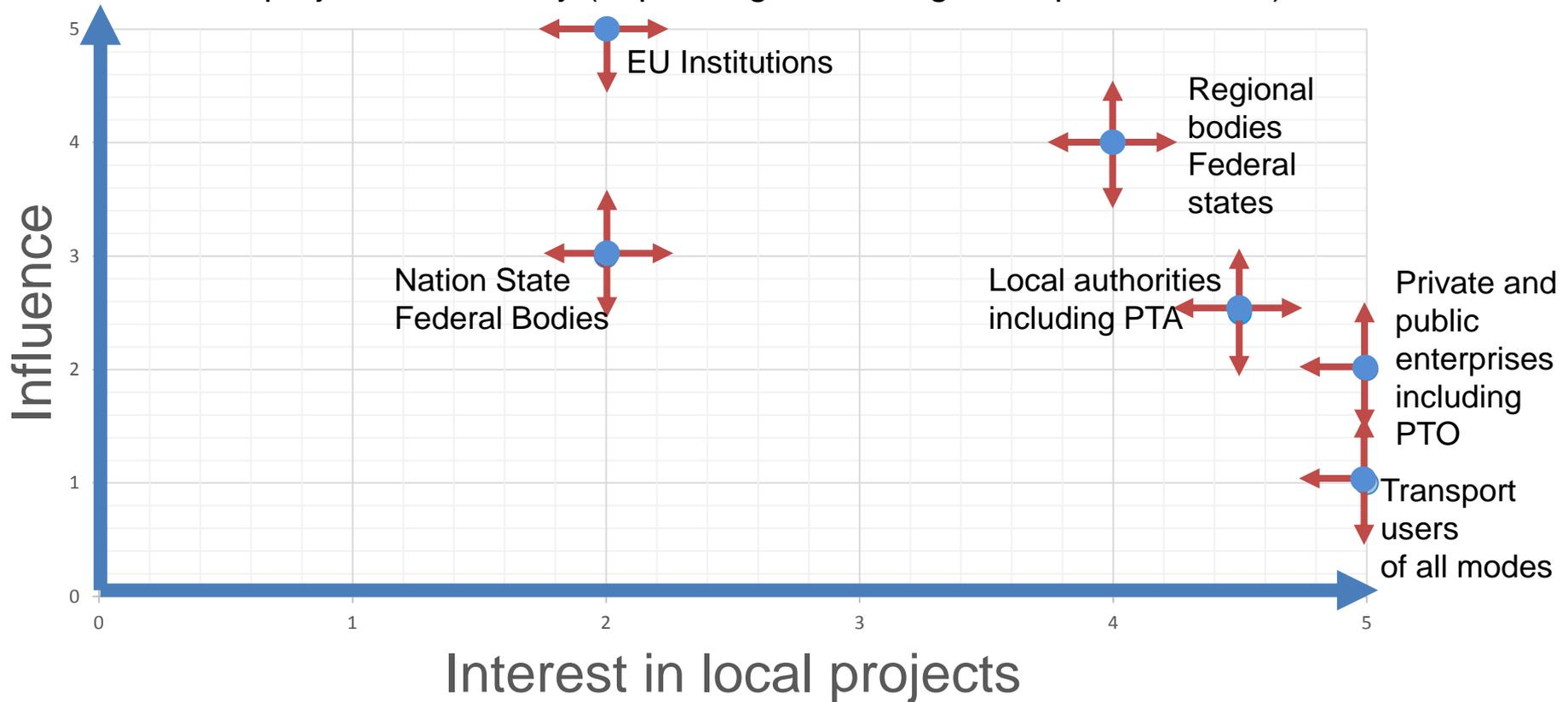
- Local authorities including PTA
 - Enable convenient, affordable, sustainable travel options to reduce dependency on private car ownership
 - Cooperate with municipalities across borders

- Private and public enterprises including PTO
 - Availability of infrastructure and permission/ability to operate across borders
 - Provide products and services that meet the demand of the users
 - Commercial interests: Grow market share and profits
 - PTO services vary widely across Europe, some have a clear focus on passenger needs, some just deliver the services they are contracted to deliver

- Transport participants of all modes
 - Get to destinations conveniently and at affordable costs without delays

STAKEHOLDER ANALYSIS

The level of interest and influence of the stakeholders varies according to the specific project and country (depending on funding, local priorities, etc.)



WS1 CONCLUSIONS (1)

- The classic stakeholder analysis provides some useful findings.
- Deeper insights are difficult to obtain without interviewing stakeholders involved in each of the projects. This is outside of the project's scope.

Nevertheless some interesting patterns and possible correlations were identified in the critical and comparative assessment of the solutions

- A major factor for cross-border mobility projects is the availability of various EU-funding sources and its role in bringing stakeholders together and enabling the implementation of projects and ideas regardless of the financial power of the region or benefactors of the project.
- Many of the exhibited projects are/were funded by EU Interreg
 - Interreg projects aim at stimulating growth and creating job opportunities as well as increasing cohesion between the different members.
 - Funding is allocated through applications to Calls for Proposals. Interested partners submit project proposals based on specific terms of reference, topics, criteria, and available funding.

*The findings and conclusions reflect the (small) sample selected by the authors and may not be generalized for other projects which do or do not receive EU-funding.

WS1 CONCLUSIONS (2)

- Stakeholders typically include organizations involved in the policy-making process in the region for the specific topic. Several project stakeholders included chambers of commerce, universities, development agencies, energy agencies, SMEs etc.
- Stakeholders differ according to project type. Research projects involve universities while infrastructure projects involve local/municipal authorities involved in implementation. The inclusion of passive (no interest) or negative (influence) stakeholders must be avoided
- Cross-border project without EU-funding (The Trainline) is commercial in nature. The project with minimal EU-funding exists due to pressure/political will at the local level (eg: Strasbourg-Kehl)
- Private initiatives focus on areas with high demand and therefore are usually not active in rural areas.
- Private companies offering innovative mobility solutions are usually interested in partnering with local authorities in small scale pilot projects.

STAKEHOLDER ANALYSIS

- Do the (innovative) service providers rely on, benefit from, or can they operate independently from local authorities (LA), public transport authorities (PTA) and public transport operators (PTO)?
- Which are the synergies, sources of friction and potential for cooperation with LA, PTA and PTO?

tbc

We suggest to further explore the above questions in WS2 (SWOT Analysis)

Archetypes/ Types of Solutions

7. Digital Solutions: digital service or solution that acts as a connector between the user and the service provider. Platform for mobility generally does not need any extra infrastructure investment (eg: The Trainline, FAIRTIQ, WhimApp)

8. Harmonizing Standards : Projects aimed at reaching a standard with respect to infrastructure or data handling. This standardization harmonizes conditions on both sides of the border. It enables seamless/non-discriminatory access to networks and facilities (eg: TfL Open Data, E-moticon...)

SWOT of Archetypes

„Archetype“	SWOT recommended*
1. Physical Link	Red
2. Physical Link +	Green
3. PT Cross-border Cooperation	Green
4. Experimental / Research Projects	Red
5. Shared Mobility in Urban Areas	Green
6. Shared Mobility in Rural Areas	Green
7. Digital Solutions	Green
8. Harmonizing Standards	Green
9. Multimodal Hubs	Green
10. Joint Ventures (Cross-border)	Green

*Final selection pending

STAKEHOLDER ANALYSIS

Next Steps

- WS2 (March/April):
 - SWOT Analysis on the selected archetypes
 - Identify appropriate archetypes for different hotspots
 - Determining which archetypes show particularly strong potential for cooperation with PTA and or PTO
 - Prepare draft fact sheets for archetypes

- WS3 (April/May):
 - Presentation of findings of WS1 and WS2 adjusted for specific local context
 - Discussion of factsheets in local workshops

- WS4 (May/June):
 - Revise and finalise factsheets
 - Write comprehensive report
 - Final .ppt presentation summarising the projects key findings

FURTHER INFORMATION

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