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

Intelligent Energy Europe, Contract EIE/06/029/SI2.439976

Deliverable 3

DESCRIPTION OF MEASURES

Deliverable 5.1.

COMMUNICATION MATERIALS

December, 21st, 2007
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Introduction

STREAM is a European project supported by the European Commission in the framework of the „Intelligent Energy Europe” program. It runs from October 2006 to January 2009. STREAM is about the promotion of energy efficient person transport for recreation and tourism and in the context of recreational activities.

STREAM establishes a strong link between, on the one hand, campaigning for behaviour change towards sustainable mobility and, on the other hand, quality of tourism and recreation. Mottos of STREAM are:

"If you come to enjoy a natural environment, why not use also more "natural" means to travel?" or
"If you cycle for leisure, why not try it out in everyday life?"

The project has two main objectives:

- (short term objective) to promote sustainable mobility TO and IN specific recreational and touristic areas, creating a link between "soft recreation" and "soft mobility";
- (objective on a longer term) to use recreation and tourism as circumstances in which you can more easily raise awareness about the necessity of greener mobility, even in everyday life. For example why would "cycling tourists" not use the bicycle to go to work, thus extending recreation to every day life?

To obtain these goals, well highlighted demonstration and communication projects will take place in 7 countries and at 9 destinations.

3 types of recreational environments are covered:

- "green corridors" (soft mobility routes in West-Flanders and in Vilnius City);
- nature recreation and tourism (recreation areas in Belgium, mountain regions in Austria and Italy, Lagiewnicki forest in Poland);
- coastal recreation and tourism (Belgium, Portugal and Bulgaria).

A wide range of sustainable mobility solutions will be tested and promoted. These demonstrations are also an occasion to launch broader communication campaigns about the STREAM-approach on regional and national levels.

This report is the third deliverable of the (Intelligent Energy Europe) STREAM-project (contract EIE/06/029/SI2.439976, “Sustainable Tourism and REcreation as an opportunity to promote Alternative Mobility”). It describes the transport solutions that are being or will be implemented in each participating country. It contains also the first part of the deliverable 5 (“communication materials”). A lot of communication materials will be developed during the project and in different periods for the different demonstrations. At the end of 2007, only a small part of the communication actions have started, the main focus in the campaigns being in 2008. Therefore, it is proposed that the 5th deliverable will be delivered in several phases.
1. Demonstration Austria: Lungau Murau Nocky Mountains

Type of environment: nature recreation
Partners involved: Austrian Mobility Research, Steiermärkische Landesbahnen (STLB), Ferienregion Lungau, adc LUNGAU Antriebstechnik

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

**Action 1** is about completing existing public transport with special tourist routes into remote valleys, the so called “Tälerbus”. These routes provide access to starting points of popular hiking tours and mountain huts. **Action 2** is complementary to action 1 and integrates quiet electric vehicles in the transport system.

**Tälerbus**: Due to several natural and man-made barriers the area offers a wide range of adventure opportunities. The Tälerbus will enable tourists to visit mountain huts and other attractions in the region.

**Tages- & Wochenkarte**: This ticket is valid for one day or one week, respectively. It is available at all Tälerbus stops and provides unlimited travel in the region.

**Elektro-Tälerbus**: These buses are quiet and environmentally friendly. They are designed to run on existing infrastructure and do not require additional infrastructure or changes to the existing road network.

**Tälerbus Tarif**: Full-day ticket: €10, Weekly ticket: €25 (valid for 7 consecutive days). The Tälerbus network includes over 100 stops and connects all major destinations in the region.
The planning of the special tourist routes, the coordination with already existing public transport, operation and maintenance of the vehicles, driver selection and training took place during summer 2007.

The following routes are part of the transport system and have been operating in 2007:

**Murtal** – privately operated by the company Gfrerer.

**Riedingtal** – operated within the SVV (public transport organisation of Salzburg), except one on-demand-journey in the morning and in the pre- and after-season.

**Twenger Lantschfeld** – electric vehicles operated by ADC. The number of passengers rose from 62 to 90 in 2007.

**Weißpriach** – this line was operated by the ÖBB on demand. The number of passengers rose from 199 to 224 in 2007. One of the reasons of success is that ordinary car transport has to pay a road charge to access this valley, while the bus is exempt of this toll. The line to Weißpriach will be integrated into the SVV and receive 2 additional journeys.

**Lignitz** – for 2007 this route was ceased because no operator could be found. The plan for 2008 is that ADC will operate this route independently.

**Göriach** – the municipality of Göriach tried to get a extension of the regular ÖBB-bus line from Hintergöriach to Hüttendorf, which didn’t work out. For 2008 the plan is to realise this in addition to the integration of the bus lines into the SVV.

**Lessach** – this line was operated with electric vehicles by ADC. The total number of passengers evolved from 23 to 40 in 2007.

**Sölktäler** – this special bus line was converted into an ordinary public transport line operated by the StLB.

**Nockberge** – the ÖBB-Postbus operated this line but from 2008 on. The VVK (public transport association of Kärnten) will include the special bus lines forming the “Nockbergbus” into regular operation.

**Action 3** is about the elaboration of car-free holiday packages integrating the special bus routes with tourist packages. There are existing combinations (see below). In 2008, this will be further elaborated for the products “Perle der Alpen” (alpine pearls) and “Holzweltcard”.

### Action 3: Car-Free Holiday Packages

- **Sölk Valley**
  - 5 tourist attractions included
  - 1 special excursion
  - 1 special excursion in the **Griesalpe**

- **St. Johann in Tirol**
  - 1 special excursion

- **SalzburgerLand Card**
  - Sölk Valley
  - St. Johann in Tirol

The special SalzburgerLand Card is available at several locations in the area.

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Under **action 4**, the **timetables and routes of the special tourist public transport will be integrated into existing online passenger information systems**. Sölkatal is already included into the online information system. Nockberge and Lungau will follow in 2008.

**Actions 5 (promotion via tourist channels)** using information-points for tourist-agencies and hoteliers and **6 (local promotion and marketing)** are about the **promotion of the supply of bus routes**.

At a meeting of the regional public transport officials on the 5th of July 2007 it was decided to install a joint information centre for the region Murau-Kreischberg. Another agreement was that all means of public transport will be included and promoted as part of the holiday-packages.

The project will also be integrated in the tourism promotion project “Salzburger Almsommer” in 2008.

Among the existing series of publications “hiking with public transport” a folder is dealing with the Murtalbahn (railroad) which will also include information about the special bus lines.

Furthermore, specific promotion actions take place. In 2007, there was one on the international day of the family on the 20th of May (start up event for the special bus lines including a testride with the bus) and one at the “Familien und Kinderfest” (party for family and kids) on the 12th of August.
2. Demonstration Belgium 1. soft mobility routes West-Flanders

Type of environment: green corridors
Partners involved: Westtoer/Traject

In the first Belgian demonstration, a thematic cycle route from Ieper to Oostende will be promoted, as backbone and an example for the whole provincial network. The route is 55 km long and uses old railway infrastructure. Logically, it connects to several train stations, to the coastal tram and the coastal cycle route. This route, following an old railway line, crosses a lot of historically interesting spots and interesting landscapes. It’s a good alternative to the car for going to or discovering the region.

Actions that are being developed in this demonstration are
1. signposting to make the route recognizable and connect it to public transport;
2. information panels to connect the route to destinations around it;
3. a cycle guide describing the route, places of interest, cycle friendly accommodation and bike rental facilities around it;
4. the possibility of using GPS and PDA as carriers of tourist and transport information will be evaluated and tested.

In the summer season 2008, there will be a promotion campaign to promote the bicycle as a way to get around West-Flanders and the possibilities to get there by train, tram and bus.

corporate image developed for the cycle route
3. Demonstration Belgium 2. recreation park “Puyenbroeck”

Type of environment: nature recreation
Partners involved: Traject

The Provincial recreation area of "Puyenbroeck" is mainly of regional interest: it is visited predominantly by inhabitants of the surrounding rural region and the nearby cities of Ghent and Lokeren. The extended natural site includes many kilometers of cycling and walking paths, a children playground, a small ecological zoo and gardens. More and more, the site also welcomes rather large sports, music and other events, attracting visitors from all over Flanders.

Action 1 is about the installation of a transport information and management service. During the STREAM-project, this task will be completely executed by Traject. It consists of:

- elaborating multimodal access information for the website of the destination and its events. The main added value here will be the description of good existing cycle routes to the site, which, for the moment, is not well connected to the public transport network;
- transport information service by phone and e-mail available from May to September;
- conducting negotiations in order to improve access by sustainable modes. For this purpose, a special steering committee is put in place.

multimodal access information

Under action 2, sustainable transport packages will be developed for event organizers, including:

- bus services they can supply
- movable cycle racks
- possibility to benefit from transport info service
- standard information for event website and other communication identification and signposting of cycle routes to Puyenbroeck.
A first test for this action has been carried out in 2007 for the event “Popeiland” (music festival for children).

The original **action 3 “identification and signposting of cycle routes to Puyenbroeck”** has been slightly modified, integrating also the identification of (tourist) walking routes around the site. A lot of cycle signposting is already in place, but there are several (touristic and functional) networks. It is therefore useful to identify the most appropriate routes to promote and make the signposting more coordinated.

**Action 4** was originally about an **electric boat system** to the nearby city of Lokeren, but this functional boat ride was too difficult to realize (competition with an existing diesel boat, travel time too high). Therefore, the action has been changed into a **tourist package including** a bicycle trip (and bicycle advice) to a restaurant, an **electric boat ride** with lunch package on the nearby canal “Moervaart”, followed by a connection by tourist train to Puyenbroeck, and back.

This offer was also tested during one week in August 2007 and resulted very successful (all the boat rides were fully booked and there was a lot of press attention).
In 2008, the actions will be extended to a longer period and more events and they will be promoted through more awareness raising campaigns (action 5).
4. Demonstrations Belgium 3. and 4. recreational destinations on the coast and in the rest of Flanders

During the project preparation, it was decided, together with the co-financer “Toerisme Vlaanderen”, that the Belgian demonstrations 3 and 4, both dealing with specific destinations, would be merged into one action.

Type of environment: beach / nature recreation
Partners involved: Traject

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

The first action is to attract managers of destinations in order to present the possibility to obtain multimodal accessibility information and recommendations for a green mobility policy. A special communication was sent to a number of destinations selected by the steering committee of the project (with the project partners “Toerisme Vlaanderen” and the non-profit organization “Toeristische Attracties”).

Furthermore a presentation was given for the annual general meeting of the “Toeristische Attracties”.

EEN DUURZAME BEREIKBAARHEID VOOR VLAAMSE TOERISTISCHE ATRACTIES

Een attractie beter bereikbaar dankzij het Europese STREAM-project

Toeristische attracties worden aangereikt door het Europese STREAM-project. Het doel is om de toegankelijkheid van toeristische attracties te verbeteren met behulp van duurzame reistijden. Hierdoor kunnen meer reizigers beter bereikbare attracties ontdekken en ervan genieten. De attracties worden aangewezen aan enigszins minder bereikbare vakantiebestemmingen. De attracties zijn een combinatie van zowel groene als traditionele toeristische activiteiten. De presentatie was ondersteund door een inleiding van de ontwerper van het project en een presentatie van de projectleider die de aangewezen attracties ging doorlichten.
16 destinations, among which 3 coastal destinations, have agreed to co-operate in STREAM:

1. Sports and recreation park Raversijde (coast)
2. “Het Zwin” (nature park at the coast)
3. “Plopsaland” De Panne (attraction park at the coast)
4. Recreation park “De Lilse Bergen”, Lille (Province of Antwerp)
6. Planckendael, a zoo and recreation park (Mechelen)
7. Monument “Fort van Breendonk”
8. “De Schorre” (provincial recreation park, Province of Antwerp)
9. Museum for Central Africa (Tervuren)
10. Sports- and recreation park “Kluisbos” (East-Flanders)
11. “Boudewijn Seapark” (recreation and attraction park in Brugge)
12. “Arboretum” Kalmthout (Garden Park)
13. “Europlanetarium” (Planetarium in a nature park)
14. “Bobbejaanland” (attraction park, Province of Antwerp)
15. Sports- and recreation park “Halve Maan” (Province of Vlaams-Brabant)
16. Sports- and recreation park “De Nekker” (Mechelen)
Action 2 consists in providing tailor made multimodal accessibility information for website, brochures and other carriers promoting any interested recreational site. This information highlights possibilities for soft mobility (bicycle, bicycle & train, bicycle & tram, park& bike).

Access information for the website of “Lilse Bergen”

Action 3 is the analysis of the mobility and accessibility situation of the site, in view of a tailor made set of recommendations, including cost-benefit calculation, on how to increase the part of green modes in modal shift by implementing soft and cheap actions. Where necessary, on site surveys were conducted in summer 2007 in order to define the existing mobility patterns.
Finally, all 16 destinations will conduct **campaigns supporting the actions (action 4)**.

This will be supported by a **general awareness campaign (action 5)** to the Flemish public about the results of the STREAM-approach in Flanders and promoting sustainable mobility for recreation to the STREAM sites and in general, using the promotional channels of the partners and national media, in combination with a lottery.
5. Demonstration Bulgaria: Bulgarian Black Sea resort villages

Type of environment: beach recreation
Partners involved: Union of Bulgarian Black Sea Local Authorities (UBBSLA)

The recreational destination(s) dealt with by the STREAM-project in Bulgaria are tourist destinations along the Black Sea. The target groups are the tourists, both national and international, visiting the Bulgarian seaside, as well as the local communities hosting them and providing tourist services. During the preparation phase, the tourist areas for which the demonstration is going to be developed were selected:

- Baltata Protected Area next to Albena Resort (Balchik Municipality);
- Protected Area Atanasovsko Lake next to Burgas (Burgas Municipality);
- Protected Area Standing Stones (Aksakovo Municipality).

Action 1 regards the development of alternative "green transport" routes for citizens and tourists.

The following steps were taken to achieve this goal:

- Review of the municipal development plans of the three pilot municipalities;
- Review of the physical opportunities for development of “green transport” alternatives;
- Organization of three brain-storming sessions on developing concrete alternative “green transport” solutions for the pilot municipalities with municipal experts, spatial planning experts and transport experts;
- Official consultative process with Dobrich, Varna and Burgas district governor administrations, as well as with Balchic, Aksakovo and Burgas municipal administrations in order to get official commitment for realization of the elaborated alternative green transport solutions;
- Three public hearings and press-conferences in the pilot municipalities to present the plans and to involve the local communities in the discussion about introduction of green transport routes for the selected sites.
- Adaptation of the plans according to the results of consultation.

The next step is about the development of sustainable transport packages to the sites (action 2) and within the sites (action 3).

The “sustainable transport package” elaborated by the project team for each demonstration site contains the necessary information about soft transport alternatives for accessing the site and options for green mobility within the site.

The project team made a complete inventory on the existing transport options:

- how to get to the site: by public transport, including available bus services (destinations, time schedule, price, comfort), train services (destinations, time schedule, price, comfort, availability of information), organized trips / tours to pilot destinations for tourists, students, and other specific target groups, existing cycling and walking routes (quality, connection with public transport scheme, facilities as renting services, visibility and notification).
- mobility options within the site – available walking and cycling routes etc.
- furthermore, the team assessed the quality, availability and accessibility of information on sustainable transport options for Bulgarian and foreign tourists.
The collected information was processed and incorporated into “green transport packages” elaborated for the selected three pilot sites, as well as published in the project web-site, established to promote sustainable transport and tourism.

The “green transport package” for each pilot destination contains:

- Information brochure, presenting the protected areas, soft transport options to the site and green routes on the site (see example below). The text gives a thorough description (in Bulgarian and English) on soft accessibility options.
- Access maps with indication of transport nodes and “soft” connection with the tourist destinations - walking or cycling routes.
- Poster – promoting sustainable mobility in the Bulgarian Black Sea Region;
- Flyers – promotion of sustainable mobility to recreational destinations and for recreational purposes.

The fourth action, replacing the “Testing of solar driven vehicles” (which was impossible to realize), is the development of eco-trails and bicycle routes as mobility alternatives for Atanasovsko Lake, Burgas

Bulgarian Black sea municipalities have a limited experience and knowledge in the field of sustainable transport and mobility. The pilot action is considered to be of crucial importance for promotion and popularization of the sustainable mobility concept.

The process started with the establishment of working group, consisting of the representatives of the main local stakeholders: Burgas municipal administration (spatial planning department and transport department), the regional environmental
inspectorate - Burgas region (protected areas department), the salt production company; the regional tourism association.

The analysis carried out on the physical opportunities for development of “green transport” alternatives showed that the site (Atanasovsko Lake) is accessible only by on-demand bus service. There was a need of development of better sustainable mobility solutions. The team developed a “green corridor” that connected the main multimodal transport center of the City with the Protected area of Atanasovsko lake.

A cycling path was designed to connect the central train station, the main bus station and the visitors’ center on the lake. More then 8 km were marked and signed. This means that the first marked bicycle route in Burgas is a result of the STREAM project.

The “green route” was tested in the framework of the international Mobility Week in 2007. The team organized a car-free day and invited citizens to test the route. There will be another public event for the official opening of the bicycle route in December 2007.

Furthermore, the team developed a series of eco-routes on the territory of Atanasovsko Lake:

- “Green eco-path”– devoted to the biological diversity of protected area;
- “White eco-path” – devoted to the unique method of salt-production;
- “Red eco-path” – devoted to the healthy characteristics of the healing mud and healing brine.

The proposed sustainable transport solutions on the territory of the protected area are walking and cycling routes and the traditional salt-carrying train.

A special web-site of the project (action 5) was designed and opened at the Internet site of UBBSLA. The web-site presents the “green transport” routes developed within the project.

Here everyone can find information (in Bulgarian and English) about the pilot sites, including a short presentation of each protected area and its unique characteristics, available soft transport options to get to the site; and available green routes on the site. The text gives a thorough description (in Bulgarian and English) on soft accessibility options.

Finally, the actions 6 and 7 are about the intensive promotion of the actions and the STREAM-concept in general:

- Among the target groups (the tourists). The promotion of the full “green transport pack” for all three pilot sites is planned to be done during the spring of 2008 (during the regional tourist fairs and exhibitions).
- Among stakeholders (regional and local authorities, tour-operators, transport companies, media).
6. Demonstration Italy: Natural Park "Paneveggio Pale di San Martino"

Type of environment: nature recreation
Partners involved: Oeko-Institut Südtirol / Alto Adige

The Italian project site is the Natural Park "Paneveggio Pale di San Martino" located in the Italian eastern Alps. The area is characterized by sensitive alpine landscape which is important for local tourism. Each year, especially during the winter and the summer seasons, more than 376.000 tourists visit the region, spending about 2.700.000 nights. Moreover the area is important for day tourism, considering that it is easily reachable from bigger cities in the Po Valley.

The following actions are being developed for this site:

**Action 1 - Optimization of public transport for tourists needs in agreement with Trentino Trasporti**

The aim of this action is to adapt the time scheduling, frequencies, lines and modes coherence as well as the public transport information to the needs of tourist trips. For developing this action, the following steps have been undertaken:

- The analysis of existing public transport and the traffic management in the Park. The analysis included a series of on site and desktop researches in order to verify the situation of public transport in the park and its infrastructures (bus stops, timetables…);
- Negotiation with the public transport company Trentino Trasporti in order to discuss possible new services;
- A mobility survey has been carried out among the visitors;
- The measures will be implemented in the summer 2008.
Action 2 - Development of a "Destination Card" with "Destination Map"

The original idea for the destination card was to realize a commercial promotion card for the area and its retailers and service providers including information on sustainable transport.
In the meeting with the local tourism boards it has been concluded that it was better to realize an information card, focusing on access information. This would offer the possibility of reaching a broader public and would fill the existing information gaps about sustainable mobility. The card will contain information about the shuttle bus system and the car – free cycling and walking routes.

Action 3 - Promotion of activities and destinations in the park that can be reached with sustainable modes
This action’s objective is to promote routes and activities that don’t require the use of the car. The proposed activities/itineraries will be included in the Destination Map.

Action 4 - Optimisation of some multimodal nodes of transport interchanges within the park
If intermodal nodes are improved (for example with a bike rental system and a shuttle bus service), and they are well connected to existing hiking trails, it becomes easier for people to have “seamless journeys” without using the car.
An on site survey has been concluded, and the most important intermodal nodes have been identified. The intermodal nodes have been evaluated with a standardised data entry form in order to make comparisons.
On this basis, strengths and weaknesses have been identified and priorities of intervention established.

Finally, action 5 will be the organization of a marketing campaign for all the sustainable transport solutions in summer 2008.
7. Demonstration Lithuania: a soft mobility corridor in the center in Vilnius City and to the surroundings

Type of environment: green corridors
Partners involved: Vilnius Gediminas Technical University, Vilnius City Healthy City Bureau

Numerous sites and areas of recreational, cultural and natural value exist in and around Vilnius within reach for pedestrians and cyclists. But at the moment Vilnius residents and visitors use mainly the car for visits to these leisure destinations. The river Neris is an important recreational axis right in the middle of the city, connecting it also to the surrounding region as a green belt. Unfortunately, this green belt is very weakly used for recreation at the moment, and there are missing links in the connection between inner city recreational areas and further on to those existing outside of the city in suburban and rural zones.

The aim of the Lithuanian demonstration in STREAM is to defend, develop and promote a sustainable mobility corridor in the city center and from the city centre to the suburbs.

The first step was to **identify a continuous and promotable inner city green corridor, suitable for green recreation (action 1) and to connect it (action 2) to places of interest in a radius of 30 km around the city and to existing regional and international cycle routes.**

First, the necessary data were collected: possible routes, availability of the space, legal aspects of planning.

Site visits of the project team to the possible locations and areas of the planned pedestrian, cycling and water tourism routes took place for analysis, information collection and evaluation. The following segments were studied:

- the first segment of the route (esp. for canoe-rides) would start in Vilnius and would last to Kernave
- a second segment from Kernave to Trakai would be for cycling;
- the last segment from Trakai to Vilnius could be done in three ways: by train, by bicycle or on foot.

After the site visits, a work group with representatives of the project team and the City discussed the convenience and attractiveness of the routes. A brainstorming took
place about the question whether it was possible to modify the route for the Stream project and the best ways to do it.

After this process, a concept plan of soft mobility routes was drafted.

Action 3 is about the development of tourist tours using the identified promotable networks and integration of these tours in the Vilnius city tour catalogue. A pilot project was already carried out under the form of a water sports event on the Neris river in September 2007. The further development of these packages is foreseen for the summer of 2008.
A lot of activities are and will be organized to obtain political and public support for the conservation and further development of the soft mobility network (action 4)
The idea and the concept of the project was first presented to decision makers in the City Hall.
In order to obtain more ideas and support, this first draft was also discussed with several external parties:
- representatives of local tourism sector;
- leaders of NGO's acting in tourism sector (Vilnius pedestrian tourism club, Vilnius water tourism club, Lithuanian cyclist association).

On the basis of all these contacts, the Concept plan was improved, corrected and updated following the received reactions and remarks.
Furthermore, several public meetings were and will be organized. The following meetings already took place:
- with the members of the citizen community of Lazdynai neighbourhood;
- a similar meeting with Žvėrynas community;
- a meeting with representatives of youth organizations;
- meeting with representatives of Rasos community;

Under action 5, the soft mobility packages will be promoted at tourist offices active in Vilnius region, in order to put these new products in the market.

Finally, a lot of effort are and will be put in awareness and promotion actions for the use of the soft mobility routes and for sustainable transport for recreation in and around Vilnius city (action 6)
A videoclip about the STREAM-project has already been developed and broadcasted.
On the 2nd of sept. 2007, the attention of the general public was drawn to the STREAM-project at the occasion of the water sport event on the river Neris (see above).
8. Demonstration Poland : Łagiewnicki Forest

Type of environment: nature
Partners involved: ASM

The recreational destination in Poland is Łagiewnicki Forest near the City of Lodz. The aim is to promote sustainable mobility for trips to this natural park from the whole surrounding region and mainly the City of Lodz. The following actions are being developed for this site:

Action 1 - Identification of possibilities for sustainable mobility to and at the forest

The following steps have been taken in order to develop the transport solutions:

- A preliminary analysis of existing transport solutions with emphasis on:
  - Similar projects carried out in Lodz (in order to identify actors involved in such kind of projects and the level of involvement of each actor);
  - Analysis of existing transport solutions within the area.

- Gaining support for the project:
  - The project presentation was put on the website of the Ministry of the Environment (Department of Education and Promotion of Sustainable Development) and an article was published in the monthly magazine “Regional and Municipal Transport”;
  - In October 2006 ASM took part in a conference “Sustainable development – spatial economy of Lodz Voivodship” where leaflets were distributed with general information about the project;
  - Negotiations with Roads and Transport Management (RTM) in Lodz, which resulted in full support, mainly for awareness raising campaigns;
  - An official letter to the Vice President of Lodz informing him about the STREAM project and encouraging him to support ASM in conducting the project in the City of Lodz;
  - Contacts with other organizations (NGO’s) that would be eager to participate in STREAM project;

- Elaborating the workplan of the project.
Leaflet with project presentation and page on the website of the national Ministry of Education
Action 2 - Developing the combination, in one day trip, of the visit of the “Manufaktura” centre, with a visit to forest, including a bus link from the new site
A combination of a visit to the park with one to a new cultural centre will be elaborated as a package. The "Manufaktura" will probably be the largest cultural centre in Lodz. A possibility and attractive option for city inhabitants would be to combine, in one day trip, the visit of this centre with a visit to the forest.

Action 3 - Extension of the riksha-taxi system of the city of Lodz, now used for shopping traffic, to this recreational destination
In the city of Lodz, a riksha-taxi system is used mainly for shopping in the centre of the town. This taxi-system can maybe be extended to recreational destinations such as the Łagiewnicki Forest.
ASM is currently examining the legal aspects of such an extension.

Once the actions above have been put in place, several promotion actions will be undertaken; with the European Mobility Week as the focus period.

- **Action 4** - Promotion of sustainable transport solutions to and at the site
- **Action 5** - Awareness creating surveys among the population of the Lodz area
- **Action 6** - Creation of long term awareness by setting up art projects in schools
9. Demonstration Portugal: Cycle and boat to Almada coast

Almada is located across the river Tajo from Lisbon. It is linked with the Portuguese capital by a 3 km long bridge for cars and trains and two regular boat lines. In spring, summer and autumn time Almada’s beaches are mainly used by the Great Lisbon population, making most of the 8 million visitors of this region per year. Boats and trains cross the river linking central Lisbon to urban Almada, but not to the beach area. This also means that most people cross the bridge by car to get to the beach. This bridge, which has already around 160 000 vehicles per day, gets really crowded on summer days.

The aim of the STREAM-project in Portugal is to develop cycling in combination with boat from Lisbon to Almada beach, by realizing the following actions:

**Action 1 - Developing bike&ride and boat&bike systems**

The idea is to allow people to come from Lisbon to the beaches of Costa da Caparica by bike and do that in a comfortable way. This means taking the bike on the boat to cross Tajo River and then riding the bike from the harbour 4 km to the beach area. A cycleway was projected to make this 4 km link, but its construction will only take place in mid 2008.

After talks with the boat company, it already expanded the time frame where one can take the bike on board (at any time, including peak hours). The maximum number of bicycles on board was extended from 6 to 10, and equipment for the accommodation of bikes is going to be installed soon.
**Action 2 - Developing bike parking facilities**
An Almada Bike Parking image was created and a prototype was designed and constructed. A stair gutter to allow bicycles to be taken on the stairs to the beach area was also designed. The places where the bike parking facilities will be installed are being defined in a map of the area.

**Action 3 - Development of bicycle relocation for the bike & boat system**
A bike relocation plan for the bike & boat system is being designed as function of the number of cyclists foreseen to use a rental bike in combination with the boat.

**Action 4 - Promotion of the multimodal solutions at key spots**
A Promotion Plan for the boat & bike and bike & ride systems has been designed, including the design of specific communication materials, promotion in newspapers and radio-spots, as car drivers are a particularly interesting target group. The marketing campaigns will start around the opening of the cycleway in 2008.

**Action 5 - General campaign about sustainable mobility**
This action is addressed all year around in several events, namely during the European Mobility Week, where several actions are undertaken. In 2007, this included walking tours, cycling tours, sailing tours, health check-ups, bicycle check-ups, children visits to the public transport operator’s facilities, funny mobility for children, safe bicycle training for children, eco-driving training for adults, discussion forums, etc… In 2008, the results of the specific STREAM-actions and the STREAM-concept will be highlighted in this campaign.