Evaluation report of the project Stream in the framework of Intelligent Energy Europe

dedicated bus service

greenways

multimodal transport

information

campaigns

education

Sustainable mobility for tourism and recreation
Evaluation report of the project

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

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Introduction

STREAM is a European project supported by the European Commission in the framework of the Intelligent Energy Europe program. STREAM is about the promotion of energy efficient mobility for recreation and tourism and in the context of recreational activities.

Leisure trips generate more car traffic then home or school related trips, but mobility management for tourism and recreation is less explored. STREAM contributes to filling this gap.

The project had two main objectives:

- (short term objective) to promote sustainable mobility TO and IN specific recreational and tourism 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.

To obtain these goals, well highlighted demonstration and communication projects have taken place in 7 countries and at 8 destinations. 3 types of recreational environments were covered: nature & recreation areas, "green corridors", beach tourism.

A wide range of sustainable mobility solutions have been tested and promoted. These demonstrations were at the same time an occasion to launch broader communication campaigns about the STREAM-approach on regional and national levels.
Austria: sustainable transport for hikers to remote areas of the Lungau-Murau-Nocky Mountains
Belgium: development and implementation of a mobility policy for 17 tourist destinations
Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz
Italy: development and promotion of multimodal transport, Paneveggio Pale di San Martino Park

Lithuania: green tourist routes inside the city and towards the tourist attractions in the outskirts
Belgium: a corporate image and a tourist guide for a cycling corridor using old railway tracks

Portugal: bike and boat for the link between Lisbon city and the Costa da Caparica
Bulgaria: special tourist packages for day trips aiming at visitors of the coastal region.
This report is the 6th deliverable of the project and gives the main results of the evaluation phase.

In the preparation phase of the project, indicators were established for each of the STREAM demonstration projects. Throughout the project, these indicators were monitored.

In December 2008, STREAM partner ASM, responsible for the evaluation phase, collected this monitoring and evaluation information at all the partners and analyzed the data in order to draw conclusions. This report gives an overview of these conclusions.

First, the following evaluation topics are treated for each demonstration separately:
- Process evaluation;
- Results;
- Lessons learnt;
- Continuation and reproduction.

Finally, general conclusions are drawn about the whole project:
- Were the initial objectives of STREAM met?
- Lessons learnt or recommendations.
Austria: special bus lines (including electric vehicles) for hikers to remote areas of the Lungau-Murau-Nocky mountains

**Type of environment:**
nature recreation

**Partners involved:**
Austrian Mobility Research, Steiermärkische Landesbahnen (STLB) (public transport company), Ferienregion Lungau (tourist organisation), adc LUNGAU Antriebstechnik (responsible for electric vehicles).

The Austrian project took 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 was 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. The Austrian measures were:

- Completing existing public transport with special tourist buses to remote valleys, including quiet electric vehicles;
- Integrating the special bus routes in tourist packages;
- Integration of the special bus services in the public transport and tourism information and promotion.

**Process evaluation**

In general, these special bus lines are rather fragile and they must ‘struggle’ for survival on a yearly basis, because they are semi-privately operated systems. Therefore, it can be called a success that some of the new tourist bus lines have been included in the regular timetables of the public transport company and others achieved a longer lasting (medium-term) contract.

The lines have also been integrated in tourism marketing of the area and in the marketing of public transport.

An important reason for these successes is that the public transport company, a vehicle operator and the tourism board are partners in the project.

With some (mainly electric) vehicles, there have been some technical problems, which caused interruption of the service. This has caused other actions (tourist packages mainly) to be less well developed.
In the remote valleys were they operate, certain roads are subject to road pricing. This can be a danger for the special lines: one line was stopped because of the cost. But road pricing can also be an opportunity, because some of the lines are exempt from this toll, which contributes to their success.

The integration in tourist packages, already existing for some lines, has not been further developed during the STREAM-project. The aim was to combine this integration with the nomination of one town as "Perle der Alpen" but since the town finally didn't apply for the title, the package could not be realized within the project.

Results

Of the three main Austrian, actions, 2 actions have been realized in a satisfactory way:

- Most of the special bus lines are well integrated in the existing public transport. Several services even moved from special services to normal operation;
- The special lines are also integrated in communication about tourism and public transport in the region and in existing tourist packages. Apart from the information on websites and in the public transport timetables, at least 100 000 persons were reached directly with written communication materials including information about the bus lines.

As a result, a visible increase in the number of users could be seen in the summer seasons 2007 and 2008. On lines that were enhanced, an average increase of the number of users of 25% could be demonstrated.

Lesson learnt

Dedicated bus lines, especially to areas with low density, are difficult to maintain if the management structure is not clearly identified.

Continuation and reproduction

Long term achievements of the Austrian project are:

- special bus lines that achieved a longer lasting (medium-term) contract;
- the full integration of the lines in the regional and trans-regional timetable information systems.
Belgium, Flanders: Development and implementation of a mobility policy for 17 tourist destinations

Type of environment:
nature and recreation areas, beach tourism

Partners involved:
Traject, supported by Toerisme Vlaanderen and the Province of East-Flanders

This demonstration was about the introduction of (the) sustainable mobility (reflex) in the management of recreational destinations both on the Belgian seaside and in the rest of Flanders. The main actions, applied to 16 recreation or tourist attractions were:

- tailor made multimodal accessibility information for website, brochures and other carriers promoting the recreational site;
- analysis of the mobility and accessibility situation of the site, in view of the definition of a mobility policy;
- general campaign in Flanders about sustainable mobility for leisure and in everyday life, using the attractions as an example.

One recreation park, the Puyenbroeck park in East-Flanders (near Ghent), which already had a mobility plan, served as pilot project. For this destination, the following extra actions were implemented:

- installation of transport information and management service;
- development of sustainable transport packages for event organisers;
- identification and signposting of cycle routes to the site;
- test of a tourist package including an electric boat service.
Process evaluation

For both parts of the project (Puyenbroeck and 16 attractions) a steering committee was formed. These have been particularly useful. The role of the steering committee for Puyenbroeck (with the park management, the Tourist and Recreation Services and the Mobility Service of the Province of East-Flanders) was crucial, because the park management itself didn’t have sufficient resources to invest in the project. The existence of the STREAM steering committee has certainly also contributed to the creation of a regular bus service to the park from Sept. 2009.

The co-operation with Toerisme Vlaanderen and the organisation of Tourist Attractions was also very fruitful, mainly because they helped to mobilize attractions and gave easy access to mass media and policy makers.

It was easy to attract managers of tourist attractions in the first phase, but less easy to move even these interested parties to an active co-operation in the project. It was also difficult to obtain hard realizations on the short term. This is mainly due to the fact that attraction management has to focus on its core business in order to be competitive, and can’t always liberate sufficient resources for mobility actions.

The qualitative evaluation showed clearly that the services supplied by the STREAM-team were highly appreciated.

Results

All the planned measures have been put in place:

For the Puyenbroeck park:

- a transport information and management service was put in place. Multimodal access information was developed and put on the websites of the Park and the events that took place there during STREAM;
- sustainable transport packages for event organisers were applied successfully to 3 large events in total. For Knack Zomertó a special bike parking was installed and for Continentó and Popeilandó a dedicated bus service was developed. The STREAM communication for these 3 events together reached in total 21 000 persons.
- the cycle routes to the site are established, signposted better then before and a cycle route map is included in the transport information;
- a tourist package including an electric boat service was tried out during summer 2007;
- an unexpected but very important action was the creation of a regular bus service to the park from Sept. 2009.
For the 16 newly mobilized attractions:

- tailor made multimodal accessibility information was provided to all the destinations and put on the website of the campaign. However, in the beginning only 9 of 16 attractions put in on their own site or in their own communication;
- proposals for mobility policies were delivered and discussed. 5 attractions really put in place one or more of the proposed measures during STREAM, 6 others plan to do so in the next season.

The planned general campaign in Flanders was the highlight of STREAM in Flanders. The campaign, called De Leukste Weg (The Nicest Way) has had a lot of media coverage:

- national media. During 8 weeks in July-August 2008, the tourist show Vlaanderen Vakantieland of the national network één gave special attention to the 2 attractions of the week and the campaign in general. Almost 160 000 viewers were reached;
- a campaign website www.deleuksteweg.be, with also a specific lottery linked to it and all the access information of the 17 sites, reached about 15 000 unique users during STREAM;
- the promotional channels of the attractions and the project partners (Provinces and Tourism Board of Flanders). Links to the campaign were put on the websites of the partners;
- the promotional channels of the National Railway reaching also thousands of railway travellers;
- flyers and postcards distributed by promo teams at the entrance of the sites which reached about 43 000 people.

Results on the level of modal choice:

- The electric boat package in Puyenbroeck (7 days in August 2007) was so successful that candidates had to be refused. It had also a lot of local media coverage;
- For the Puyenbroeck event with the special bike parking, up to 20% of the visitors came to the event by bike. For the event with the extensive extra bus service, up to 50% of the visitors came by bus or by public transport;
- As a result of the general campaign with the lottery, 1903 persons have tried out sustainable transport to go to one of the attractions. 25% of them stated they had discovered a new transport mode thanks to the campaign. For 30% the tested sustainable transport mode replaced the usual car.
Lesson learnt

Because of the difficulties in obtaining full co-operation of the involved attraction site managers, it was suggested (not only by the project partners, but also in the framework of the rClimate Conferenceq see below), that a legal framework would probably generate more concrete actions. Since it would be applied to all destinations, it would take away the argument that time invested in mobility management is time lost for the core business and competition with other destinations.

Continuation and reproduction

STREAM has contributed to putting sustainable mobility for leisure on the agenda of policy makers:

- Toerisme Vlaanderen, the tourism authority of the Flemish Region, plans to realize a manual on sustainable mobility for tourist attractions.
- The STREAM-project has inspired the Flemish rClimate Conferenceq which prepares policy targets for environmental actions tackling climate change.
- In 2009, the Flemish foundation for Traffic Studies integrates for the first time recreational traffic in its supply of trainings.

Direct results of actions and dissemination can be seen short after the project:

- Tourist attractions participating in STREAM are implementing more and more actions.
- Since Sept. 2008, there is a dedicated bus service from Ghent to the recreation park Puyenbroeck.
- Several event organizers as well as the City of Antwerp have initiated projects regarding sustainable mobility for events on the basis of the revent packageq developed for Puyenbroeck.
Belgium, West-Flanders: a corporate identity and a tourist map for a cycling corridor using old railway tracks

**Type of environment:**
green corridors

**Partners involved:**
Westtoer, supported by the Province of West-Flanders

Cycling is one of the most important leisure activities in the province of West-Flanders. Together with the provincial government, Westtoer developed a supply of recreational cycle possibilities in West-Flanders. Beneath the creation of new cycle products, Westtoer wants to invest in the development of the recreational cycle network. Old railways tracks (green corridors) and cycle paths along rivers and canals (blue corridors) can be seen as the backbone of the recreational network.

In the framework of STREAM, a corporate identity has been developed for these cycle corridors.

**Process evaluation**

The creation of the corporate identity was an interesting but time-consuming process. First a public tender had to be launched in order to select 3 candidates, then only the interactive process with the selected designing office could start.

Because of this loss of time, the corporate identity could not be realized in the field during STREAM. The existing cycle corridors were promoted in the general Flemish campaign.
Results

Westtoer created the idea of a green-blue network a few years ago. The Stream project was the key to start up the realization of this network. By convincing the province to get in this project and by creating and discussing the corporate identity of these railway tracks, Westtoer took the opportunity to develop a long term plan for this network. The plan was discussed with the province and resulted in a financial commitment for the application of the corporate identity on all the railway tracks in the province.

Lesson learnt

The cost-effect relation can be substantially improved by combining functional and recreation purposes of one cycle corridor.

Continuation and reproduction

STREAM has convinced the Provincial authorities to invest for the next 4 years in realizing the corporate image for the cycle routes in the field. The project, once realized, will set a standard for the whole cycle network in the Province.
Poland: education and awareness raising for green mobility to the Lagiewnicki forest in Lodz

**Type of environment:**
nature

**Partners involved:**
ASM

The Lagiewnicki Forest is a large (1205.45 ha) urban forest in the city of Lodz in Poland.
The aim was to promote sustainable mobility for trips to this natural park from the whole surrounding region and mainly the city of Lodz. More precisely, after a long mobilization phase, a combination of a visit to the park with one to a new culture-trade-entertainment centre "Manufakturna" - one of the largest centers in Poland and in Europe - was developed and promoted. This action was at the same time an opportunity to raise awareness on sustainable mobility in general.

**Process evaluation**

In the beginning, a lot of effort had to be put in mobilizing other project partners. The city of Lodz should have been the main partner, but its road and transport management initially wasn’t interested to participate. Finally, they decided to cooperate in the end. ASM was also pleased to find 13 regional NGO partners to help them to implement the ideas about sustainable mobility.

Because a lot of awareness raising was necessary among stakeholders, realistic targets for transport solutions and their promotion had to be set. Therefore, the project partners didn’t project the realization of a permanent transport system, but put all the effort in the testing of solution and public awareness raising at the occasion of the Car Free Day in 2008.
Results

Several demonstration and awareness raising actions were concentrated on 1 day: the 21rst of September 2008:

- direct bus line to the Forest;
- bike show with information stand on STREAM at the Manufaktura site;
- bike sightseeing tour in the city of Lodz in order to raise awareness;
- bike rental service at the Ćagiewnicki Forest;
- movie exhibition concerning transport issues at the Ćagiewnicki Forest.

More then 200 000 persons received written information about these events.

In the same period, an awareness raising survey on mobility was also organized in the City of Lodz.

Parallel to that, a successful educational action was developed and launched with the Lodz City forestry department and the schools.

About 270 specialists and stakeholders participated in conferences and seminars where the STREAM project was presented.

Lesson learnt

One of the elements that contributed to convincing local stakeholders to participate was the dissemination and communication about STREAM on the national level.

Continuation and reproduction

- After the success of the education actions with children in Ćagiewnicki Forest, the City Forestry decided to integrate the lessons in its educational package for children in primary schools;
- Awareness has been raised in the City of Lodz among policy makers and the general public, and a large number of NGO’s have participated in the project;
- The project has been thoroughly communicated on a national level.
Italy, Parco Paneveggio – Pale di San Martino: Development and promotion of multimodal transport

Type of environment:
nature recreation

Partners involved:
Oeko-Institut Südtirol / Alto Adige, Supported by Natural Park "Paneveggio Pale di San Martino"

The Italian demonstration site is the Natural Park "Paneveggio Pale di San Martino" situated 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. But until now, the large majority of the visitors come to the area by car.

The actions planned within STREAM were:

- Adapting public transport to tourists needs (time scheduling, frequencies, lines and modes coherence, information);
- Identification and promotion of activities and destinations that can be done/reached using sustainable mobility;
- Development of a "destination card" (including a "destination map");
- Optimization of some multimodal nodes of transport interchanges within the park.

Process evaluation

The involvement, from the start, of the management of the natural park Paneveggio Pale di San Martino (cofinancier) and Trentino Trasporti (public transport provider, subcontractor) was a guarantee that the most important stakeholders would contribute to the success of the project.
However, there was some convincing to do, because the park management asked for a mobility survey before deciding which actions should be taken in priority. Finally, this survey resulted very useful. It produced the necessary data for the implementation of a new shuttle bus line.

**Results**

3 of the 4 planned measures have successfully been realized during the project:

- Bus services to the area have been optimized and a new line has been added. The services operate and were beginning to attract more users;
- Destinations and their accessibility have been analyzed;
- The destination card has been developed and distributed the first time in 2008. 10 000 people were reached.

Furthermore, the necessary analyses have been made and the process has started for the optimization of the multimodal nodes.

**Lesson learnt**

- The importance of a good and comprehensive communication strategy;
- The need to think in a multimodal way;
- The necessity of a corporate image for green routes.

**Continuation and reproduction**

- the implemented shuttle bus service will continue its services also in summer 2009;
- the destination card will be distributed also in summer 2009;
- a new ‘round table’ with local stakeholders (tourism board, hotelsé ) has been set up in order to develop further solutions with private financing from local enterprises;
- multimodal nodes will be improved and the lack of information at bus stops will be eliminated;
- new cycling and hiking tracks in combination with public transport will be improved.
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 (VGTU)
Vilnius City Healthy City Bureau

In and around Vilnius city, numerous sites of recreational, cultural or natural interest are within reach for pedestrians and cyclists. But both residents and visitors mainly use the car to reach these leisure destinations. The Neris River is an important green corridor going through the centre of the city and connecting it also to the surrounding region as a belt of green recreational spaces. Unfortunately, at the moment this green belt is very weakly used for recreation and there are missing links between the inner city recreational areas and those outside.

The aim of the Lithuanian demonstration in STREAM was to defend, develop and promote sustainable mobility corridors leading from the city center and the other residential areas to the suburbs.

The following actions were implemented:
- Identifying and planning green routes
- Obtaining political and public support for the conservation and further development of the soft mobility network
- Development of sustainable tours
- Awareness and promotion actions for the use of the soft mobility routes and for sustainable transport for recreation in and around Vilnius city

**Process evaluation**

The partnership in Lithuania resulted to be a good mix of competences: on the one hand transport planning know how, on the other hand campaigning capacities. The fact to have an organisation of the City as a partner helped to mobilize other stakeholders like tourist organizations and a lot of NGOs. This made the project very visible in the streets of Vilnius.
Results

All the planned actions have been put in place with success.

A lot of consultation and dissemination actions have been organized to obtain local support of stakeholders. 489 people participated in meetings throughout the project.

Specifically towards the larger public, mass media, testing and awareness raising events have been organized:

- The 4 routes have been promoted with 2 video clips (2007 and 2008) on the regional and on the national television;
- 2 large public health events and some smaller ones reached in total 4,700 participants;
- Brochures and a survey reached more than 270,000 people;

The most important achievements of the Lithuanian project:

- Soft mobility routes have been developed and integrated in the planning documents of the City;
- A tourist package “A Sightseeing Water Route Along Neris River”, including the use of movable piers has been developed and tested. It will be continued in the future;
- A lot of successful awareness raising activities have taken place.

Lessons learnt

- Consultation and awareness raising events demonstrated the importance of working with families and children.
- It resulted important but sometimes difficult to gain the support of the local stakeholders. Fortunately, Vilnius City, the most important stakeholder, was one of the project partners.

Continuation and reproduction

- City politicians have been convinced to include the information on recreational routes of STREAM in the planning documents regarding these areas.
- Vilnius City developed a “Sightseeing Water Route Along Neris River” including the use of movable piers, in conformity with the National Tourism Development Programme for 2007-2010.
- The Lithuanian STREAM project has been demonstrated and presented to other municipalities in January 2009, and will also be communicated via the Association of Municipalities of Lithuania.
- The STREAM operation has been presented in a research publication of Vilnius Gediminas Technical University, available for all interested researchers in hard copy and on the internet.
- Dissemination initiated during the project will continue.
Portugal: bike and boat for the link between Lisbon city and the Costa da Caparica

Type of environment:
beach recreation

Partners involved:
AGENEAL

Almada is a Portuguese Municipality located on the left bank of River Tagus, across from Lisbon. It's linked with the Portuguese capital by a 3 km suspended bridge for cars and trains and two regular boat lines. In spring, summer and autumn time Almada's 13 km of seashore, Costa da Caparica, are the first choice destination of the Great Lisbon population searching for beaches. This can create a severe mobility problem, because boats and trains cross the river linking central Lisbon to urban Almada, but not to the beach areas. This means that most people cross the bridge by car to get to the beaches.

The aim of the STREAM-project in Portugal was to create and promote a sustainable alternative for the trip from Lisbon to Costa da Caparica beaches, developing a combination of cycling with a boat transfer: a bike&boat system. Planned actions were:

- Developing Boat&Bike & Bike&Ride systems;
- Developing bike parking facilities;
- Development of bicycle relocation for the Bike&Ride systems;
- Promotion of the multimodal solutions at key spots;
- General campaign about sustainable mobility.

Process evaluation

Next to AGENEAL, STREAM-partner and energy agency of Almada, the partners in Portugal were among others the Almada Municipality (co-financier), Transtejo (the boat company), Trafaria Borough (location of the boat harbour, dissemination partner), Costa de Caparica Borough (location of the beaches, dissemination partner). That way, the most important stakeholders were represented.

The project had to be changed really in the last months of the STREAM-project. Although the boat&bike system existed and everything was ready for its promotion after summer 2008, the partners decided not to start the campaign (action 4) yet during the STREAM-project period because the
bicycle track from the Trafaria Harbour to Costa da Caparica was not completely ready. It will only be ready in spring 2009. The campaign was replaced by a virtual version of the cycle path (a simulator) which has had a lot of success in the schools and at public events. This engine is a way to learn people to see the bike as a normal means of transport.

**Results**

Except from the planned promotion of the bik&boat system as such, all the planned actions have been realized. The bike&boat system is ready to be promoted and used on a larger scale once the cycle track from Trafaria harbour to the beaches will be completely constructed:

- The bike&boat system was upgraded: the number of bikes allowed on the boat has been increased to 10 instead of 6, intermodality at the harbour is being improved;
- A new type of bicycle racks is being installed along the route.
- Bike relocation in combination with bike rental has been integrated in the budget planning of the Almada Municipality for 2009 and the boat company has invested in space for rental bikes at the harbour;
- The materials for the campaign at the opening of the cycle track are ready but won’t be distributed until the opening day;
- General dissemination has taken place in the framework of the mobility week in September: debates were organised in Trafaria, in Costa da Caparica and at the university. About 340,000 persons have been reached with the information.

Unexpectedly, an innovative way of promoting the cycle has been developed in the form of a Virtual Cycleway which will continue to be used for bicycle promotion.

**Lesson learnt**

The importance of an educational strategy aiming at school children.

**Continuation and reproduction**

- During STREAM, all the preparations for the bike&boat system were realized. The cycle track from Trafaria harbour to the beaches was constructed;
- The Virtual Cycleway will continue to be used at the Environmental Interpretation and Monitoring Centre at Costa de Caparica (at one of the Cycleway ends) and in schools and other institutions;
- Campaigns about multimodal solutions and sustainable mobility will continue to take place in Almada, in particular during the European Mobility Week.
Bulgaria - Special tourist packages for day trips aiming at visitors of the coastal region

Type of environment:
beach recreation

Partners involved:
Union of Bulgarian Black Sea Local Authorities (UBBSLA)

The Bulgarian Black sea coast is a popular destination both for inhabitants of Bulgaria and for foreign tourists. The aim of the Bulgarian STREAM-project was to promote sustainable mobility to tourist destinations along the coast and in tourist areas.

The Bulgarian actions were:
- Mobilizing stakeholders and defining the "green routes" to be promoted;
- A bicycle route to and eco-trails in Atanasovsko Lake area, Bourgas;
- Development and promotion of "Green transport packages" for the three sites;
- Information and promotion campaigns.

Process evaluation

The STREAM partner UBBSLA is the association of all the involved communities. That way, it was rather easy to mobilize the crucial stakeholders: the Black Sea Regional Agency for Energy Management, the Municipality of Bourgas, the Municipality of Varna, tourist organization Tour Expo Company.

Bulgarian Black sea municipalities have limited experience and knowledge about sustainable mobility. Therefore, the Bulgarian pilot actions in the STREAM project were in the first place aiming at the promotion and popularization of the concept of sustainable mobility.

The process started with the establishment of a working group with representatives of the main local stakeholders, and a lot of consultation and awareness raising activities.

Finally, green transport routes for citizens and tourists were developed, implemented and promoted for three selected pilot sites, all three protected areas in the Black Sea coastal zone:
- Baltata Area next to the Albena Tourist Resort (Balchik Municipality);
- Atanasovsko Lake next to Bourgas (Bourgas Municipality);
- Standing Stones (Aksakovo Municipality).
Results

During the mobilization and project definition phase, more than 450 persons from local authorities, tourist and transport organizations were involved in consultation and dissemination meetings.

All the other actions were realized successfully.

- the first marked cycle route in Bourgas runs from the city to the Atanasovsko Lake area;
- for all three areas, soft mobility routes have been put in place TO and AT the sites;
- tourist packages explicitly including (multimodal) mobility have been developed and largely promoted.

A lot of people have been reached with the developed communication materials: 10 000 flyers, 1000 access maps, 5000 brochures and 500 posters have been distributed. Thousands of local people were reached with events during the Mobility Week in Sept. 2008.

Regarding the participation of the public, 1606 tourists at Atanasovsko Lake, 104 at Standing Stones and 4355 in Albena Resort have tried out a sustainable transport mode as a result of the campaign.

The project has certainly led to the increase of the acceptance of cycling in the Black Sea Region.

Lesson learnt

A legal framework, compelling tourist destinations to work on mobility (information), would increase the interest for sustainable mobility solutions.

Continuation and reproduction

- The cycle route from Bourgas to Atanasovsko Lake will continue to exist, as well as the soft mobility routes in the area;
- All the created tourist packages, including the transport services, at the three locations will continue to exist and will be promoted on tourist fairs;
- The STREAM-concept has been thoroughly disseminated to the Black Sea Region municipalities.
Conclusions: objectives met?

Creation of awareness and responsibility among decision makers

In every demonstration, site managers and local stakeholders were actively involved and progress could be demonstrated in their co-operation. The STREAM-actions are included in the longer term (infrastructure or transport) planning in all countries except Poland. In Bulgaria and Portugal, even infrastructure has been put in place during the project. The involvement of the tourism and recreation sector itself could, however, be improved everywhere.

Creation of awareness among the general public

In all countries, awareness raising campaigns have taken place with the involvement of more or less large groups of citizens.

Application and testing of soft (cheap) measures that can contribute to behaviour change in leisure related trips

With the exception of Portugal and West-Flanders, there have been measures put in place and tested by the public in all countries and demonstrations. In Belgium, the numbers were particularly high. In Portugal, large numbers of (mainly) young people have instead tested the action "virtually".

Tangible energy savings at the demonstration sites as a result of a modal shift from car to sustainable mobility

Although nothing is certain about future behaviour, the measures put in place and the communication campaigns have at least convinced people to use other transport modes then the car during the testing actions. In Italy, Belgium and Portugal, the creation of lasting transport services will lead without doubt to a local modal shift in the future.

Direct increase of the environmental quality of the recreational environment

This action is closely linked to the previous, and should be evaluated on a longer term. But already during the project, many participating citizens have experienced a recreational environment with less cars, for example in Vilnius during the "health" activities, in Belgium testing the electric boat package, in Bulgaria testing the eco-journeys, ...
Materials that can be used for national and international dissemination of the STREAM-concepts and actions.

The STREAM-website contains the most important results of STREAM in every partner language and in English. It will be promoted using a postcard and e-mailing to interested parties.

Reproduction potential

Because of the importance of tourism related mobility, the broad spectre of destinations covered and actions tested, and the relatively low cost of the actions, the results of STREAM should have a high reproduction potential. In Belgium, for instance, the STREAM experience will be the basis for the creation of a manual for recreation sites and has already inspired event organisers to apply certain STREAM measures. In all countries, a lot of dissemination activities have been undertaken addressing possible followers.
Conclusions: lessons learnt

These are the 3 main lessons learnt from the STREAM-project:

1. **In order to make sustainable mobility for recreation more attractive, seamless and easy-to-spot multimodal routes have to be developed going to the attraction site and continuing on the site:**
   - the gap between functional and recreational mobility should be eliminated, in order to reduce the investment in both areas and make sustainable transport more accepted;
   - a seamless and logical combination of sustainable transport TO and IN the recreational site should be realised. The most effective combination is to integrate sustainable mobility in the tourist or recreation package from door to door;
   - continuity in signposting and communication is necessary. This can be done by integrating the corporate identity of a recreational site in the routes leading to it.

2. **Good, attractive and understandable communication about sustainable mobility options should be intensive and completely integrated in the recreational or tourist supply. In particular (families with) children should be addressed.**
   - Make sure access information is always included in every communication about a tourist destination. This means: be an important topic in communication planning;
   - Sustainable transport for tourism leads very often to multimodal solutions. Complexity should, however, be avoided;
   - Regarding campaigns to the public, testing and prize winning activities can have a strong awareness raising effect because you are in a “fun” environment;
   - Regarding awareness raising in general, special education actions for children of youth are easy to organize in the recreational context and effective on a long term.
3. The number of actors in recreational mobility is high but they need to be involved. A lot of investment should go to mobilizing stakeholders, maybe by developing a legal framework.

- The number of actors in recreational mobility is high but they need to be involved. Make sure responsibilities of private and public actors are well defined. Don’t give up if some of the partners don’t follow from the start;
- If tourist destinations are not easily convinced, you can use “sustainability” as an element of competition between service providers, for example through labelling or communication on good practices;
- another solution is to communicate on a higher level than the local one, in order to increase the importance of the project;
- a legal framework compelling tourist destinations to work on mobility (information) would probably increase the interest for sustainable mobility solutions.