



CiViTAS
Cleaner and better transport in cities

DESTINATIONS

MALTA • MADEIRA • ISOLA D'ELBA • CYPRUS • GRAN CANARIA • CRETE

Sustainable mobility and inclusive development of touristic destinations: A system approach

Carlo Sessa
ISINNOVA

14th-15th September 2018
HSSS Conference – Kalamata - Greece



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

CIVITAS and DESTINATIONS



CIVITAS is a network of cities dedicated to cleaner, better transport in Europe and beyond. Since it was launched by the European Commission in 2002, the CIVITAS Initiative has tested and implemented over 800 measures and urban transport solutions as part of demonstration projects in more than 80 Living Lab cities Europe-wide.

DESTINATIONS

The DESTINATIONS project builds up an integrated approach to address mobility and tourism, testing balanced strategies to face the rising challenges of these two growing sectors and to achieve sustainable development and a better quality of life in Funchal (Portugal), Limassol (Cyprus), Rethymno (Crete), Elba (Italy), Las Palmas de Gran Canaria (Spain) and Valletta (Malta). It aims to help island cities cope with new tourism trends and adapt their mobility systems accordingly, shift to economy-sharing driven mobility solutions and switch to less polluting transport modes.

DESTINATIONS policy aims



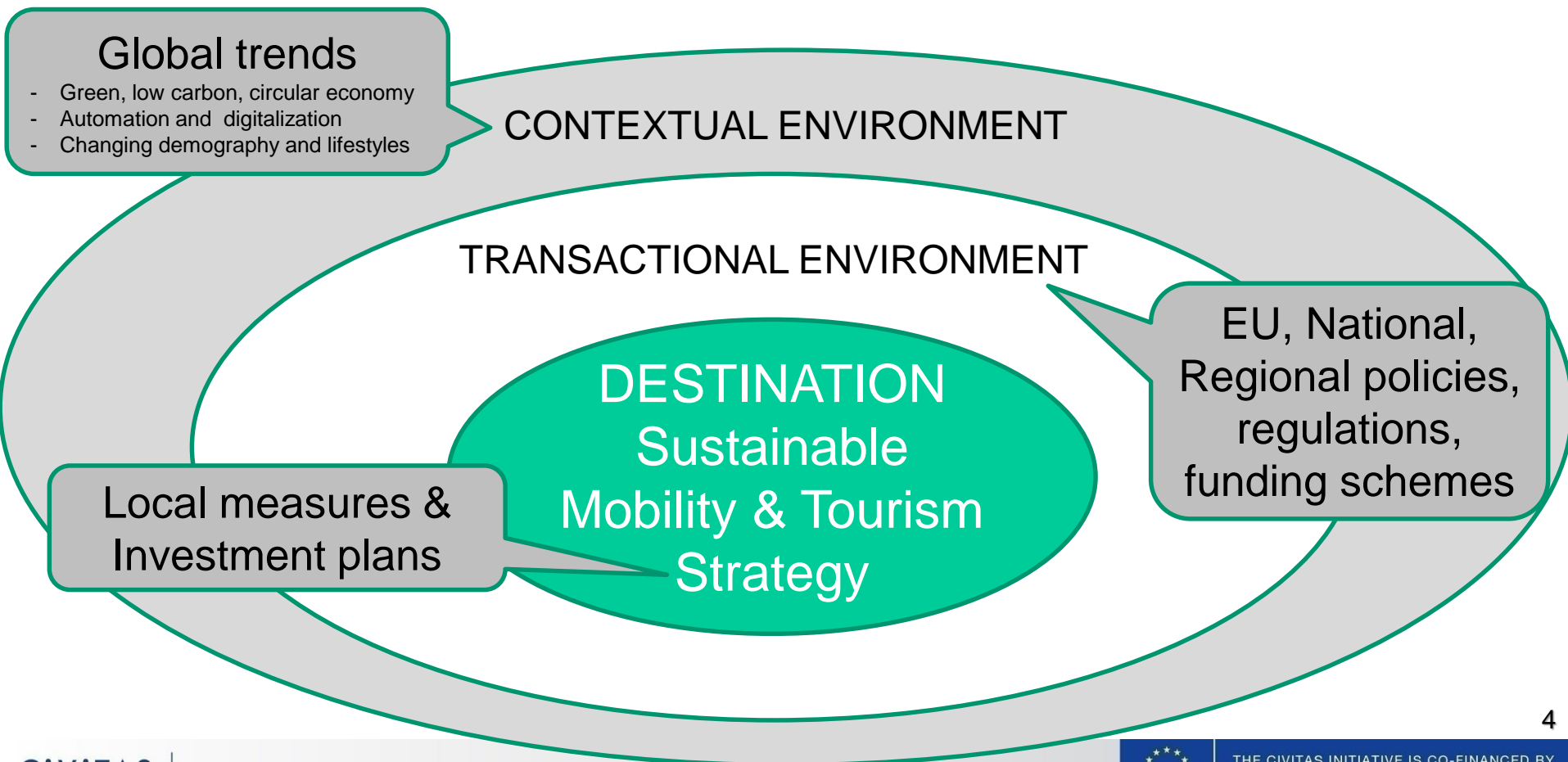
In the six European touristic sites, DESTINATIONS develops a set of innovative actions in order to implement sustainable mobility measures and actions with the view to offering intelligent sustainable transport solutions for tourists and residents alike through innovation and cooperation with all major stakeholders.

These solutions aim to improve urban accessibility, the cost effectiveness and integration of transport services and to reduce emissions and energy consumption.

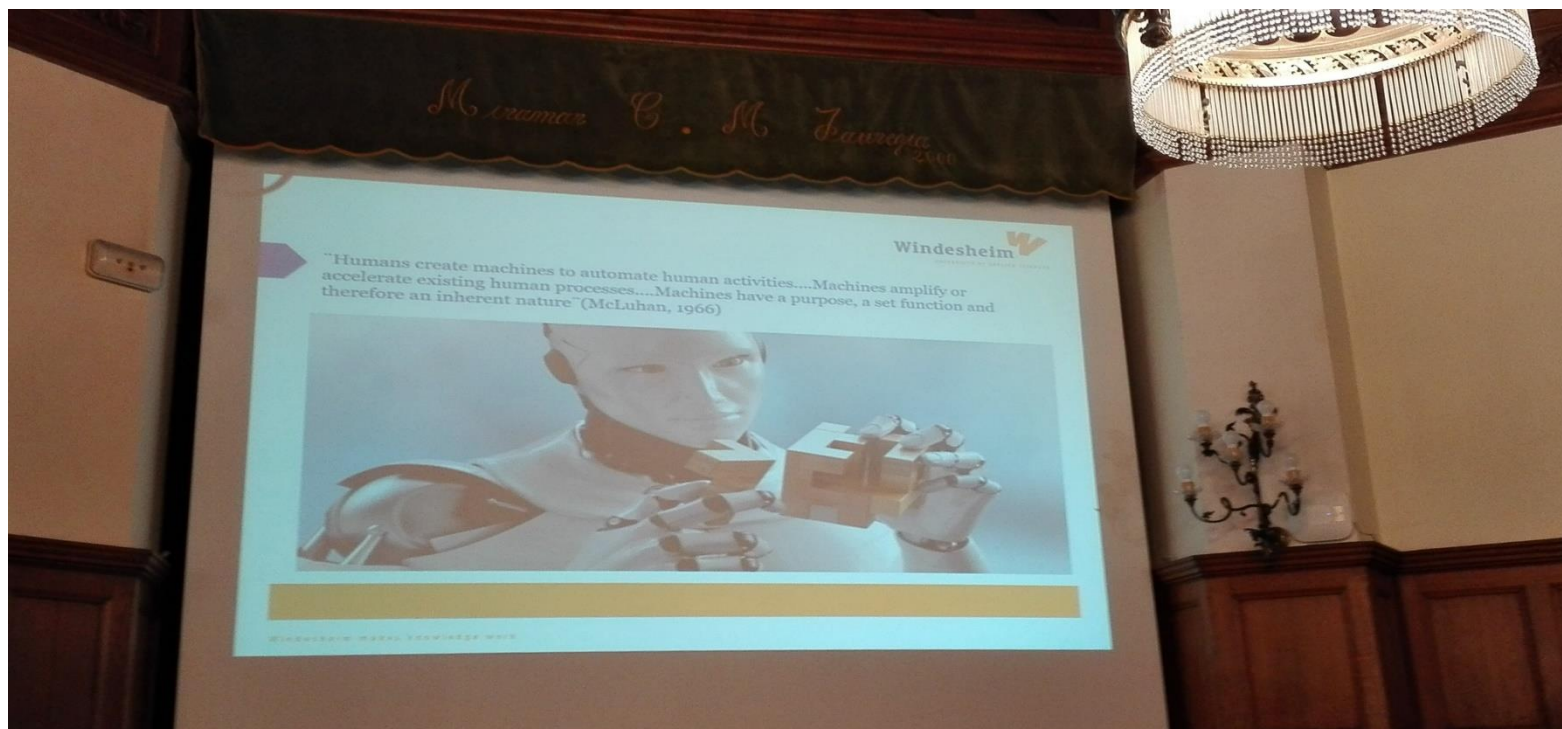
Sustainable mobility will support tourism development, the quality of life and environment in the sites, fostering new business and services directly in the transport sector and indirectly in other sectors of the local economy.

DESTINATIONS wider mission

To develop in each EU tourist destination (starting with the EU islands) a new integrated approach to sustainable mobility planning and tourism development.

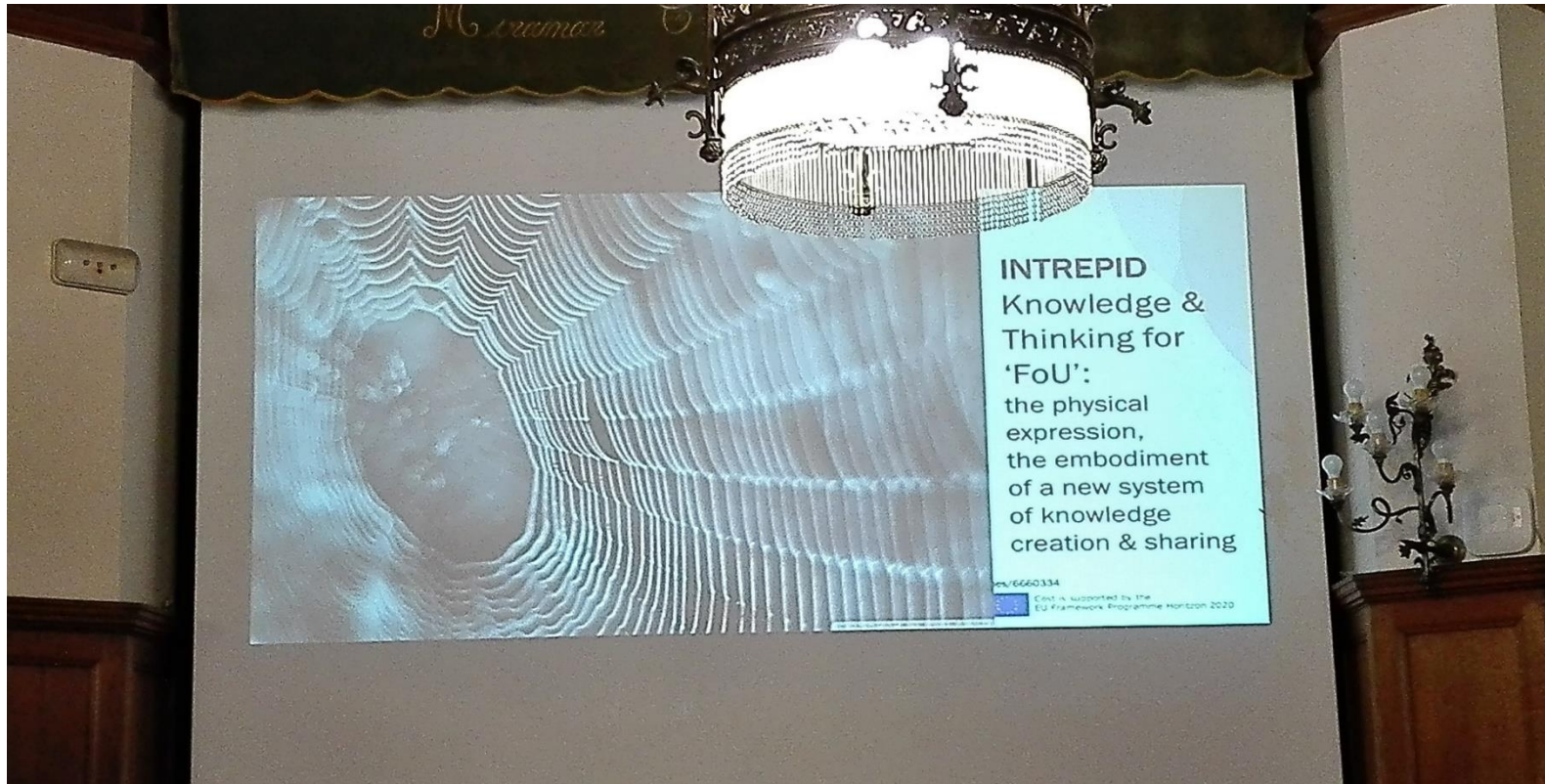


AUTOMATION: Freeing our time, trapping our minds



... develop technology as a means to an end (Responsible Innovation)

DIGITALIZATION: Connectivity is not enough...



We need CONTACT with others and our Self (Eco-system awareness)

SUSTAINABLE DESTINATION MOBILITY IS ...

safe : protected & controlled

smart : connected & in control

SAFE ...

SMART ...

social : inclusive & sharing

sustainable : green & healthy

INCLUSIVE ...

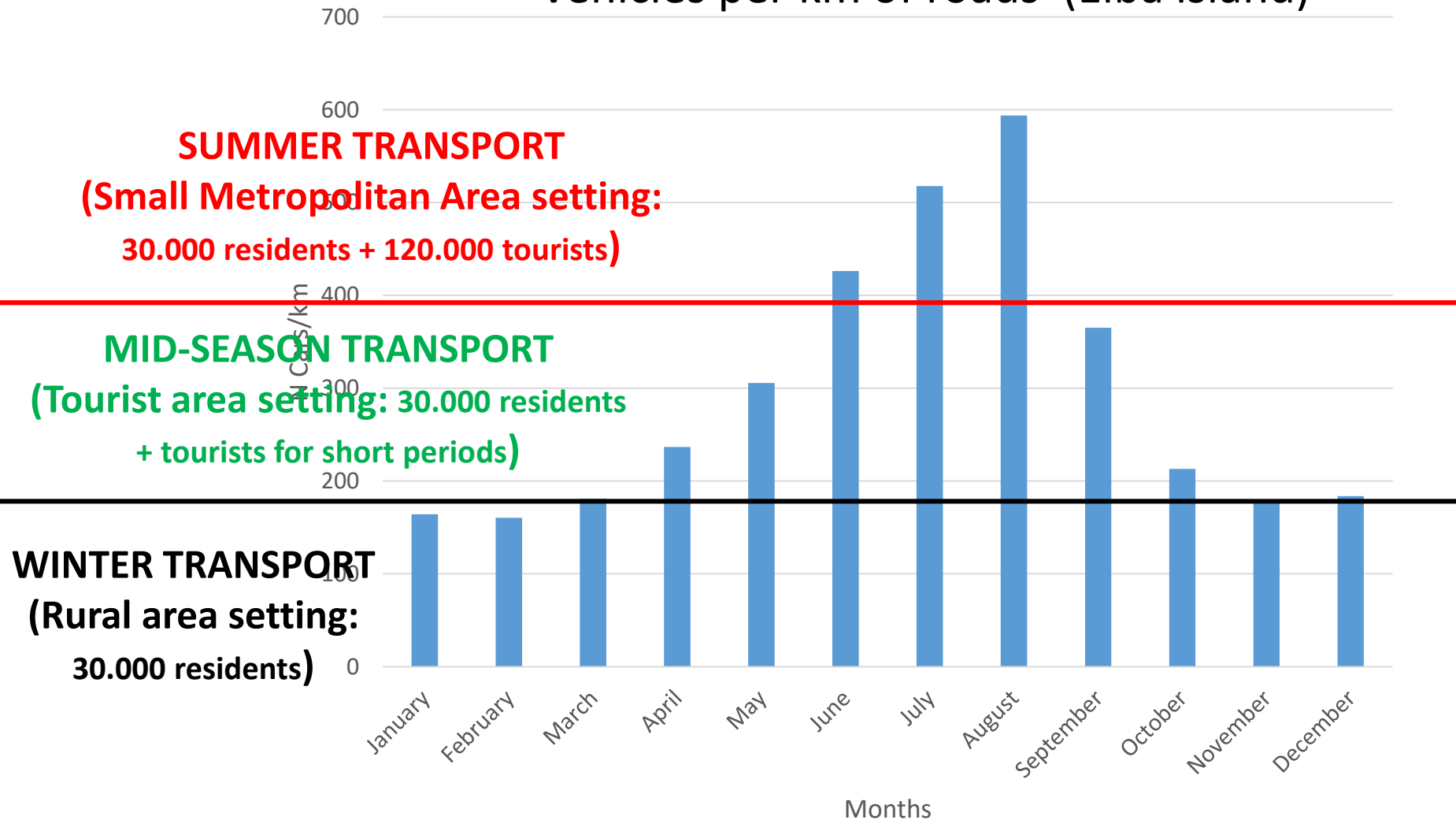
GREEN & HEALTHY ...

TO ACCESS AND MOVE AROUND IN THE DESTINATION

The mobility challenge in seasonal tourist destinations

Seasonality:

Vehicles per km of roads (Elba island)



Specific mobility challenges in tourist destinations

Other challenges:

- Access to the destination
- Evolving customers attitudes toward mobility
- Info-mobility sensitive choices
-

The challenge of Mobility and Tourism Integration

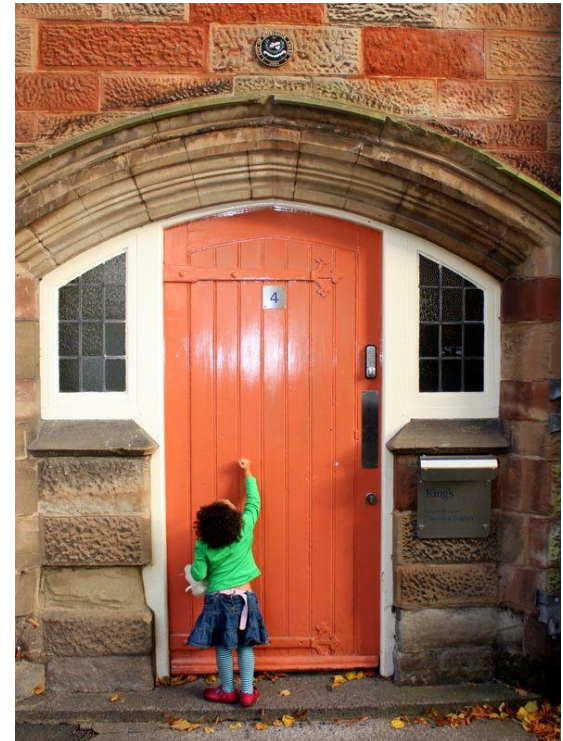
Three mind-sets shifts:

- “Mobility” as a key component of the **whole destination hospitality experience**, for different segments of tourists, old and new residents
 - INTEGRATION OF DIFFERENT PERSPECTIVES
- “**Co-creation**” as a method to achieve integration
 - CIRCULAR MODEL OF POLICY MAKING & OPEN INNOVATION
- From planning to **mobility and tourism market design**
 - INCUBATION AND SUPPORT FOR NEW SUSTAINABLE BUSINESSES

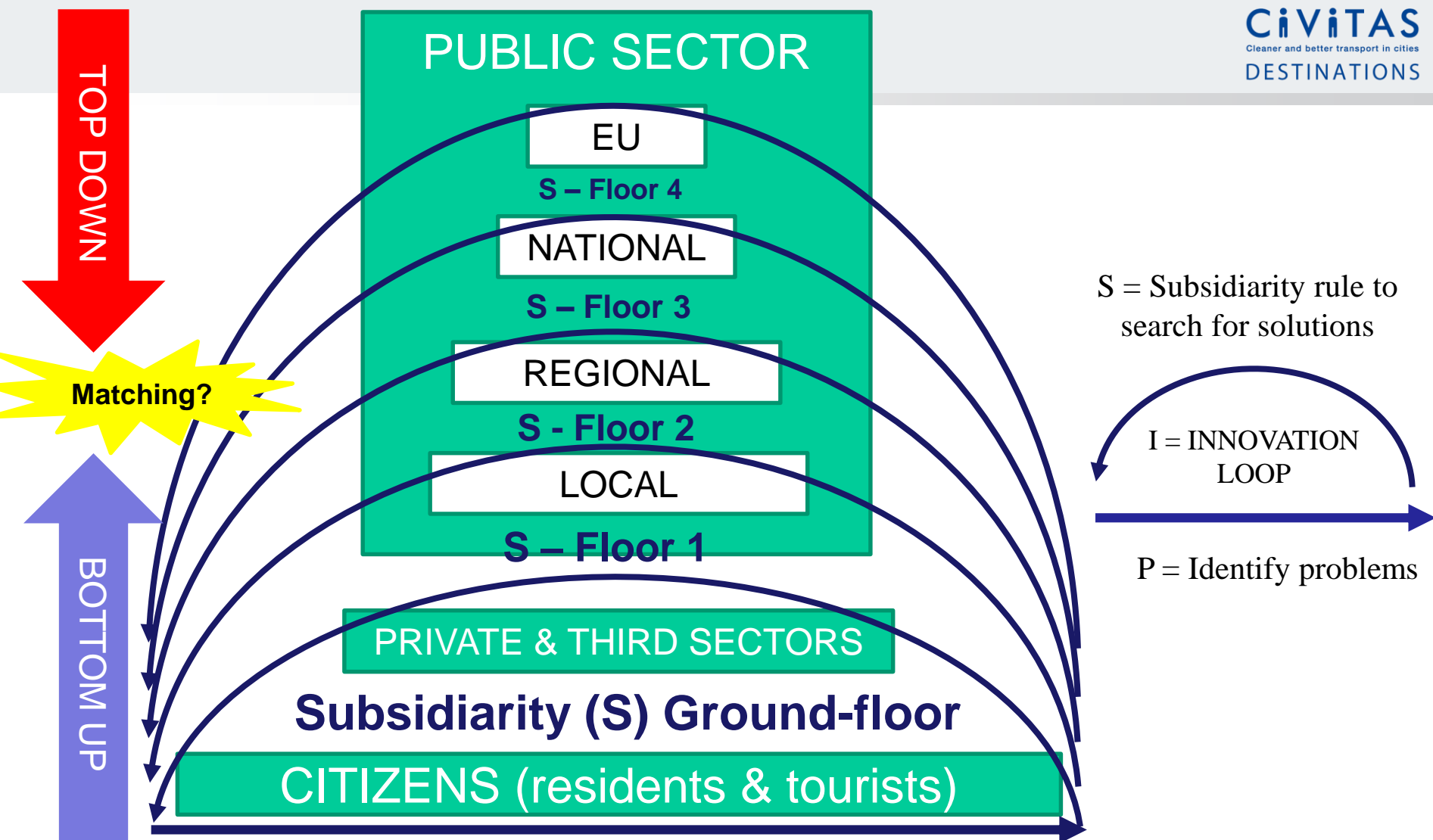
INTEGRATION OF DIFFERENT PERSPECTIVES is a big CHALLENGE in the current governance model

**Please Knock
Before
Entering**

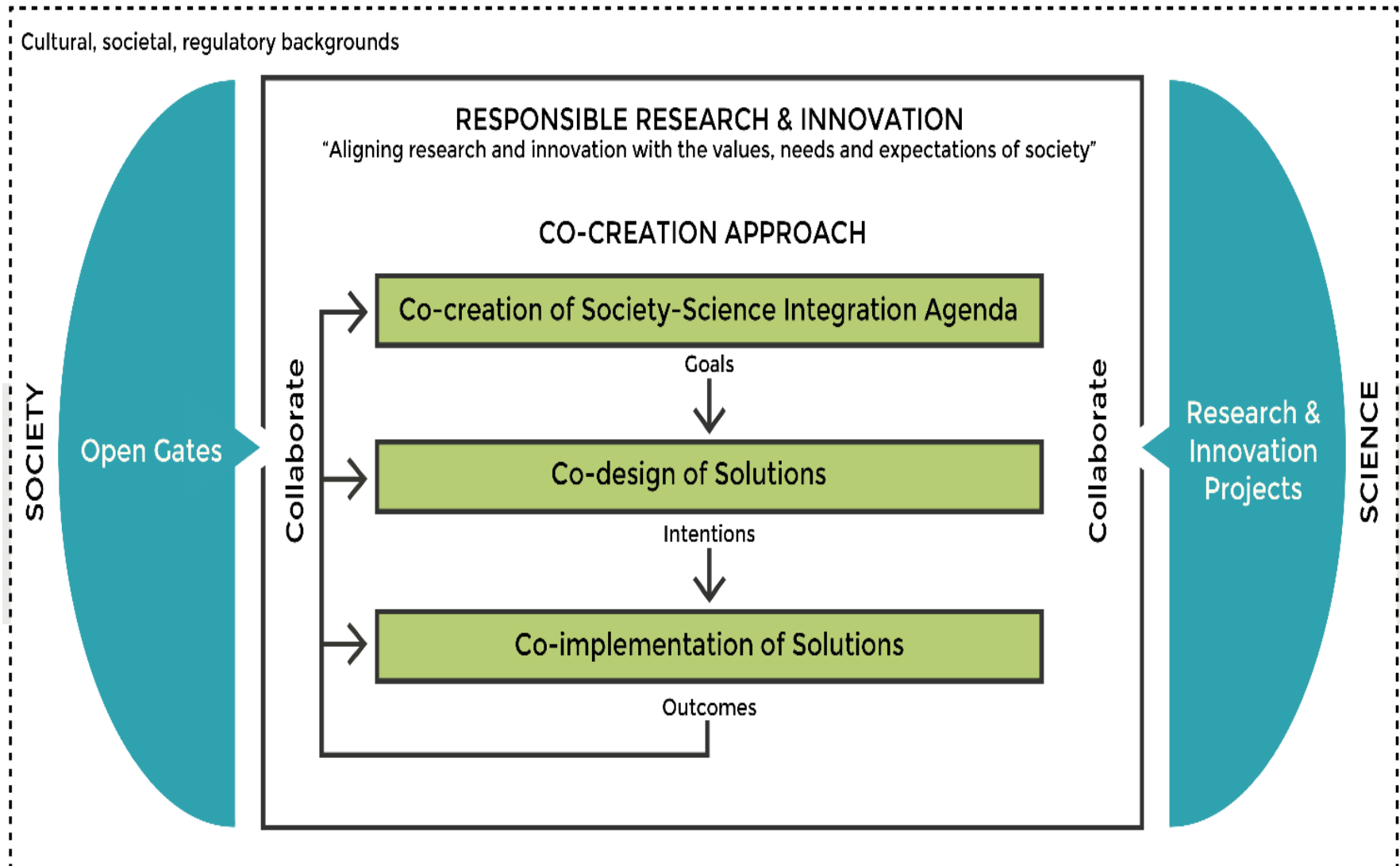
SmartSign.com • 800-952-1457 • S-8761



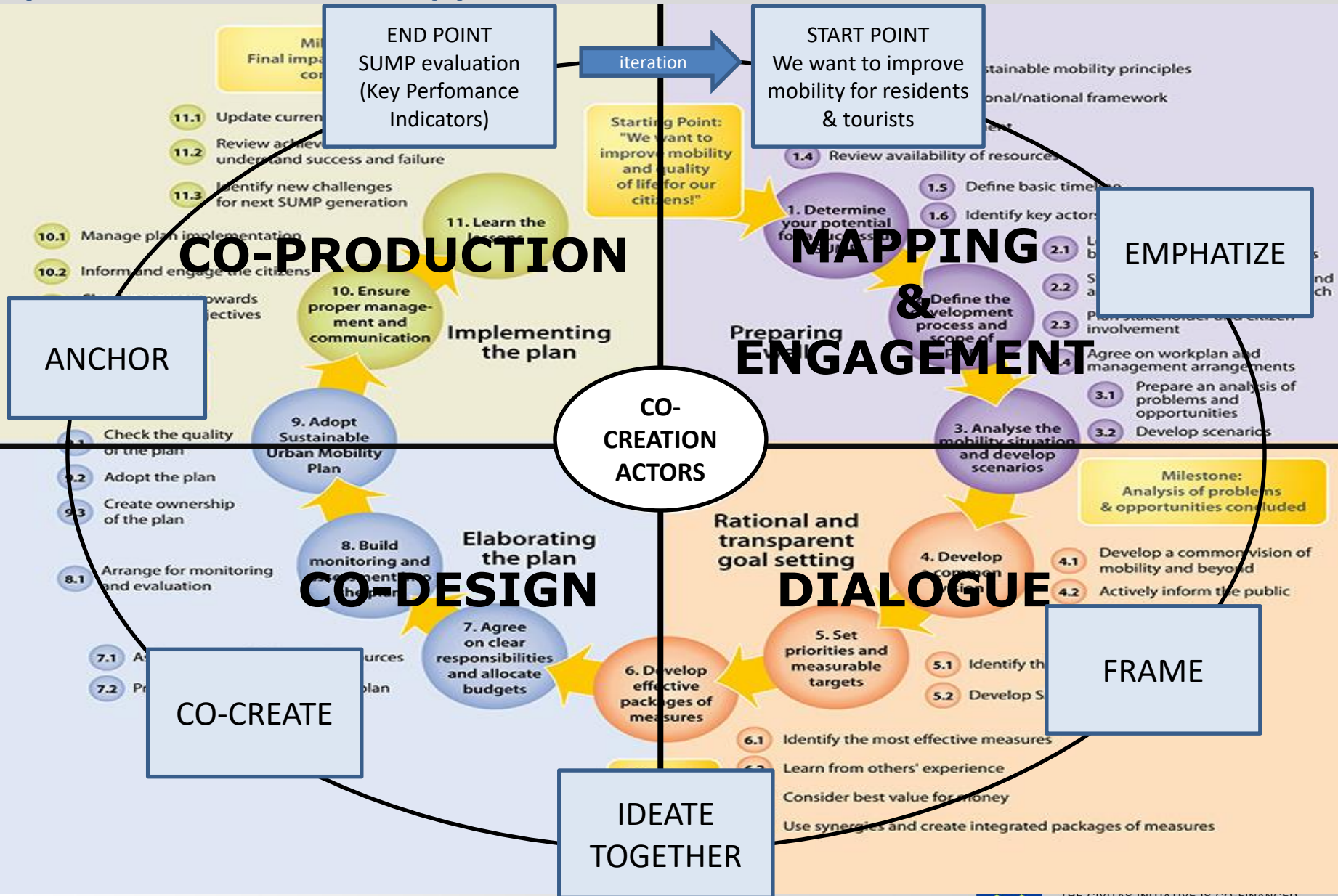
The CHALLENGE FOR ACTION in the current governance model



A systemic co-creation approach



Systemic co-creation approach



Co-creation stages

1. Engage and emphasize: identify local actors most involved or affected by the topic (sustainable mobility), potentially interested to change the statu quo. Invite them to participatory system mapping events to gain an emphatic understanding of the issues we are trying to solve with the sustainable mobility plan. They are engaged as «change agents», not to represent a specific stakeholder category.

2. Frame: map the whole set of stakeholders concerned with the topic using a consistent framework to identify government, business, civil society, technical (e.g. transport operators, planners, etc.) stakeholders in place. Invite them to a future lab event to gain a common understanding and shared vision of the future of mobility, and to Frame the agenda for sustainable mobility (main directions for the SUMP). The future lab event is managed using a variant of the Future Search methodology.



Co-creation stages

3. Ideate together: a more detailed scheme of the SUMP and the actions it is going to include is sorted out from the directions gained at the end of the future lab. A pre-feasibility check and refinement of the SUMP structure and actions is done with the most relevant technical and administrative stakeholders (those that would be in charge of controlling and/or implementing the measure)

4. Co-create: after the pre-feasibility check, the SUMP measures eventually selected are processed by making a full analysis of their technical, economic, normative and financial feasibility, and an ex-ante evaluation of their expected outcome and impacts against the SUMP baseline (which improvement in terms of sustainable mobility the measure will deliver?). Technical stakeholders are more heavily involved in this stage, as they would be main actors in the next stage of implementation too.



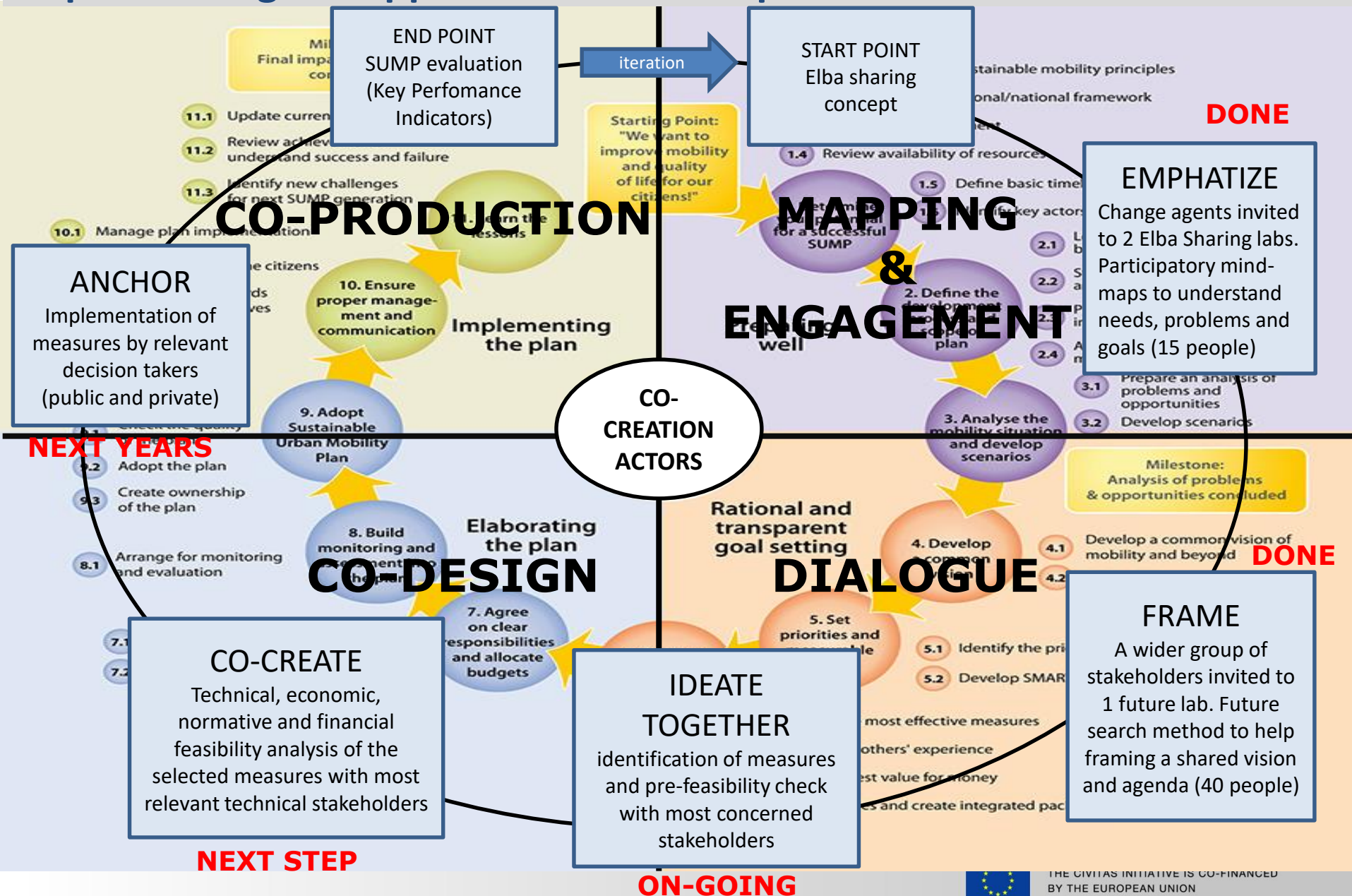
Co-creation stages

5. Anchor: «anchoring» means that the whole co-creation process, which so far was literally a navigation journey only floating around in the minds of the people engaged in the process, is finally anchored in this stage to a concrete set of new policies, regulations, decisions taken by relevant public authorities and stakeholders, to implement and/or support the SUMP measures as co-designed in the previous stage.

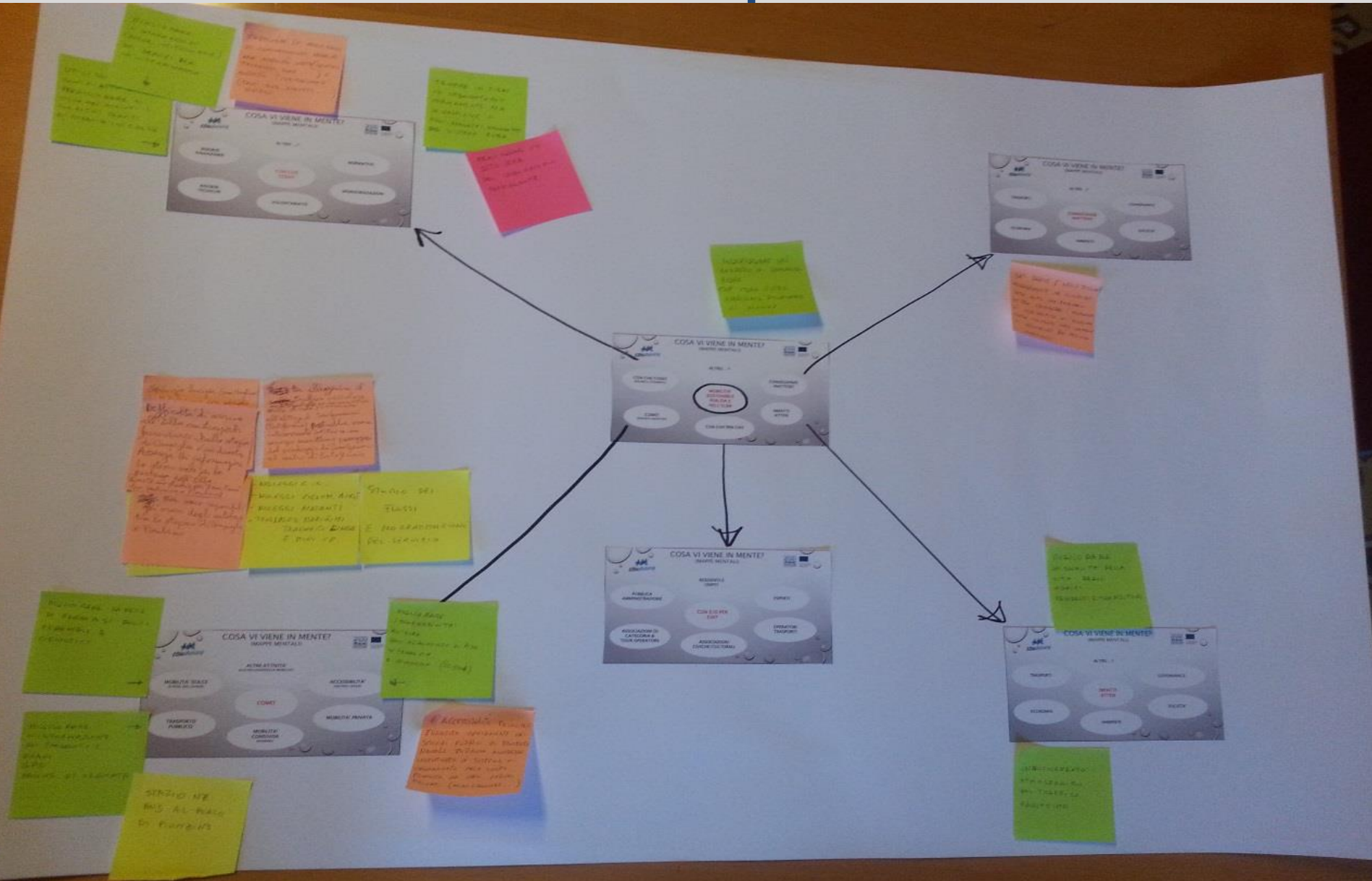
The final outcome of the anchoring stage should be a SUMP formally adopted by local governments, supported by a «pact» with other stakeholders when this is needed for the implementation and co-production of the measures. SUMP implementation is going to be evaluated with a set of strategic Key Performance Indicators (KPI), using specific tools (questionnaires, data crowdsourcing, sensors) to monitor the change of mobility flows and modes.



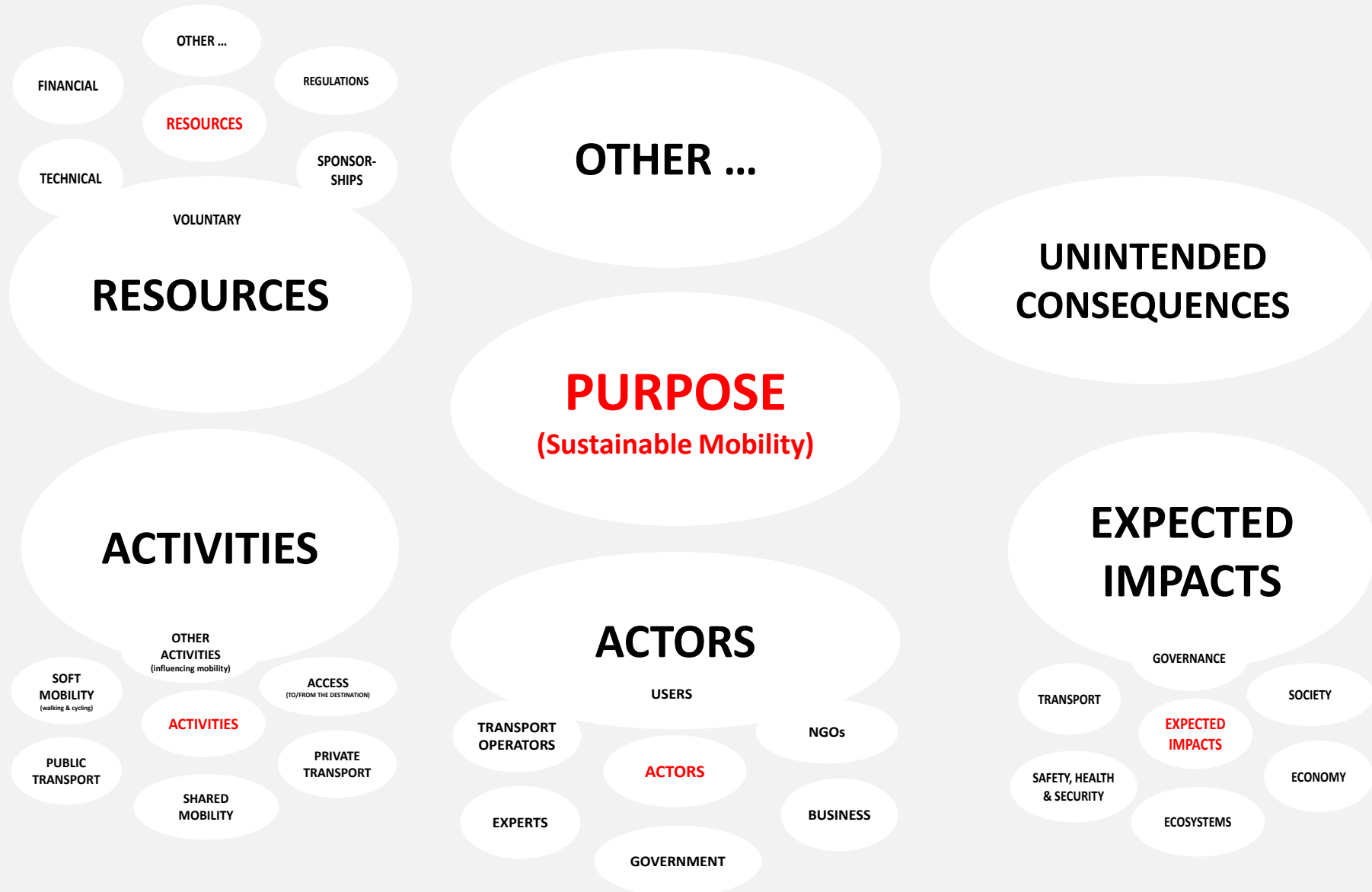
Implementing the approach in the Elba pilot



Co-creation tools: mental maps



Example of sustainable mobility mental map



Elba pilot: future lab experience



Elba pilot: future lab format

Session	AGENDA
10 Maggio por. (4 h)	<p>LA MOBILITA'?</p> <p>Il presente e futuro della mobilità all'isola (presentazione e lavoro con i partecipanti)</p> <p>Come sta cambiando la mobilità (presentazione e lavoro con i partecipanti)</p> <p>Prima diagnosi e agenda per migliorare la mobilità (presentazione e lavoro con i partecipanti)</p>
11 Maggio por. (4 h)	<p>ELBA CONDIVISA: PROGETTIAMO IL FUTURO</p> <p>Primo (lavoro con i partecipanti divisi in 4 gruppi):</p> <ul style="list-style-type: none"> – Trasporto pubblico (Elba Easy) – Mobilità dolce (Elba Sharing) – Mobilità dolce (Elba Outdoor) – Logistica (Elba Log)
11 Maggio por. (4 h)	<p>IL QUADRO ELBANO PER LA MOBILITA' SOSTENIBILE</p> <p>Secondo (realizzare (lavoro con i partecipanti divisi in 4 gruppi):</p> <ul style="list-style-type: none"> – Imprenditori – Società civile <p>Conclusioni in plenaria e valutazione</p>

Past, present and future as we see it (World Cafe)

The future we want (Working desks)

What we can achieve (plenary)

Change Agents

Stakeholders

Change Agents

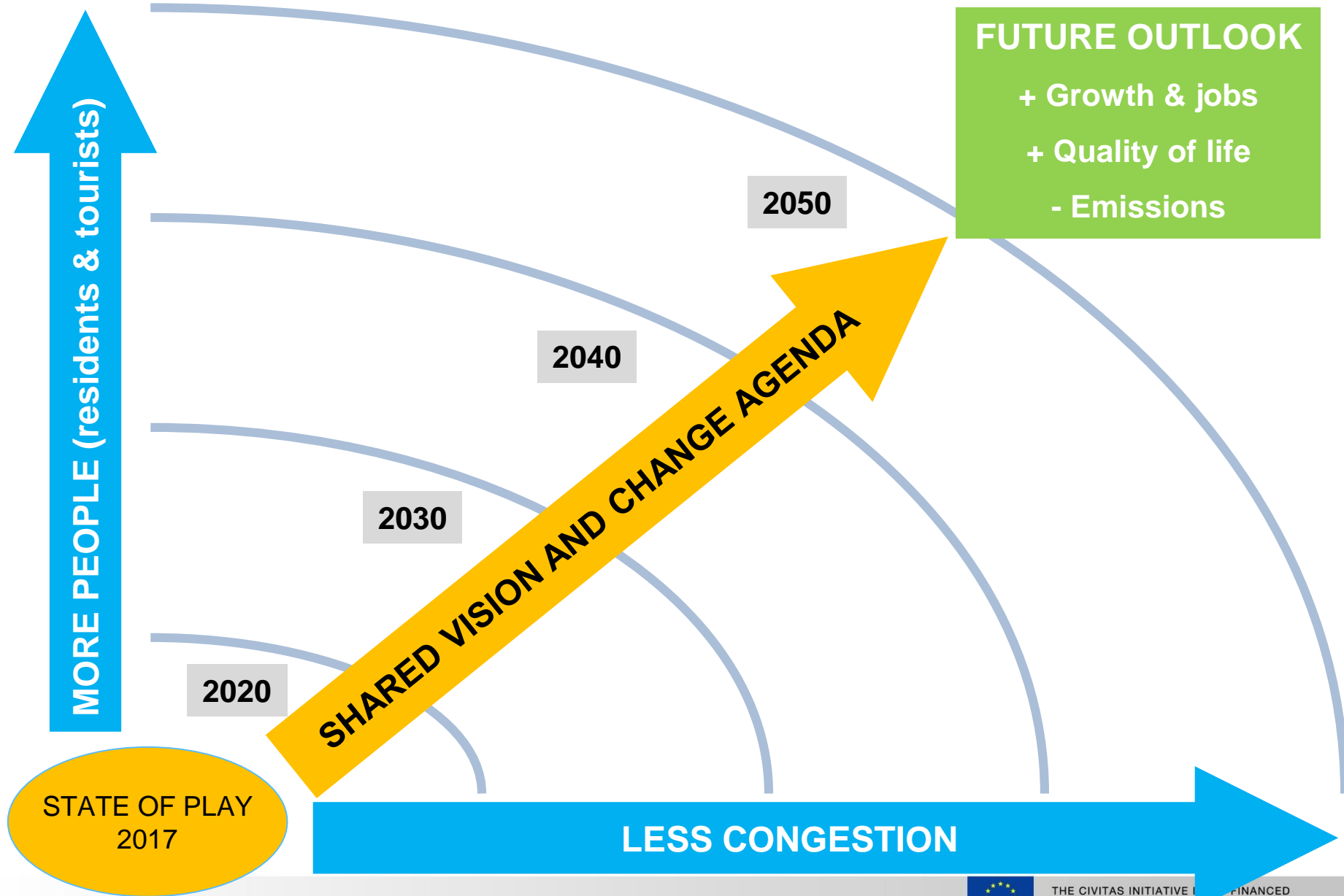
Stakeholders

Change Agents

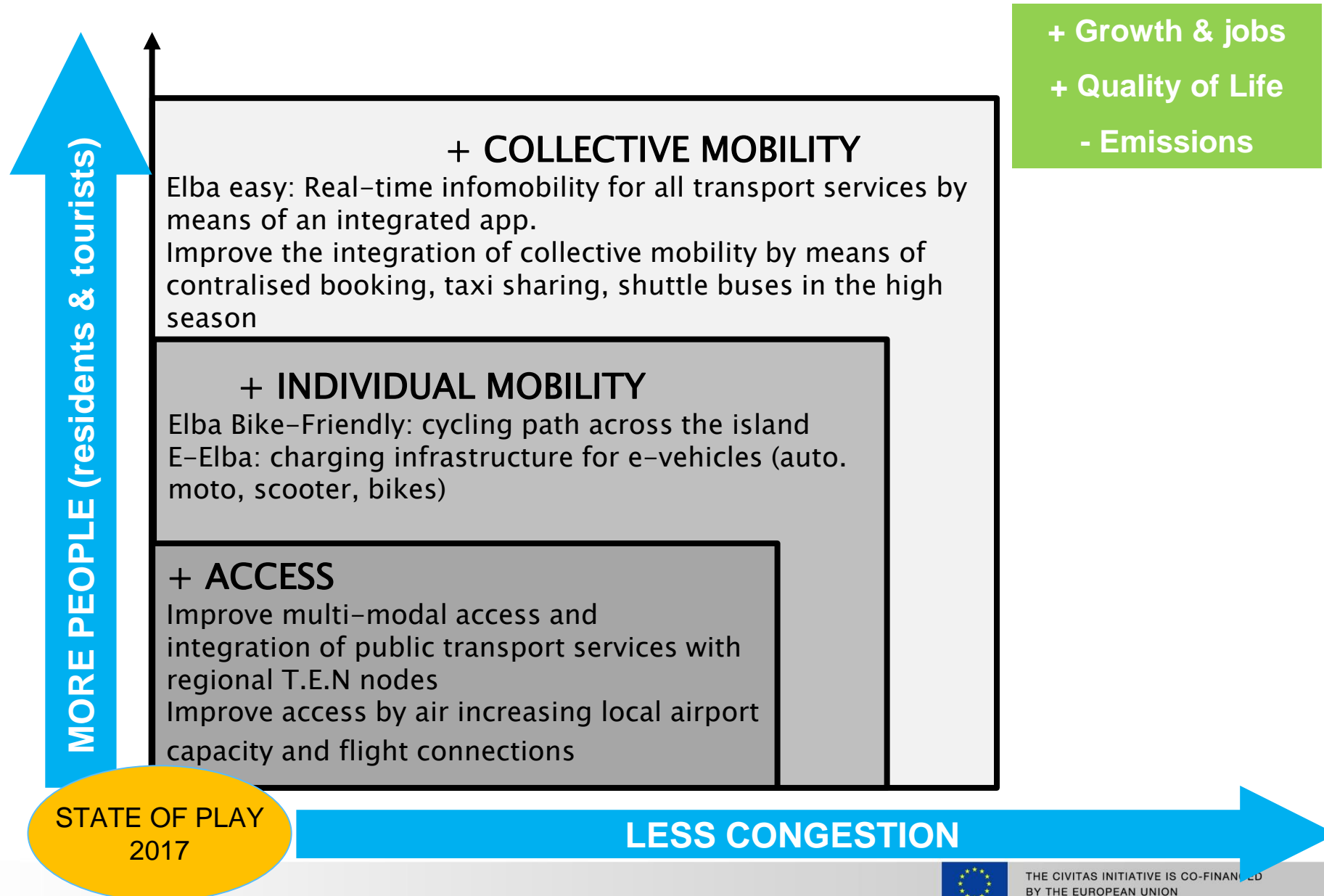
Stakeholders

Politicians

Elba pilot: future outlook frame



Shared vision and agenda for change



The EU support to sustainable mobility innovation in tourist destinations

A place-based approach using the external EU support can help to catalyse sustainable mobility and tourism action plans, pilot activities & matchmaking of resources and local innovation (new business models and investment plans)

**CIVITAS
DESTINATIONS
PROJECT**
(EU funded pilot activities)

Scaling up
by funding
Innovation Actions

**COVENANT OF
MAYORS
INVESTMENT FORUM**
(Support to new business
development and EU
development assistance
schemes to leverage private &
public funding)

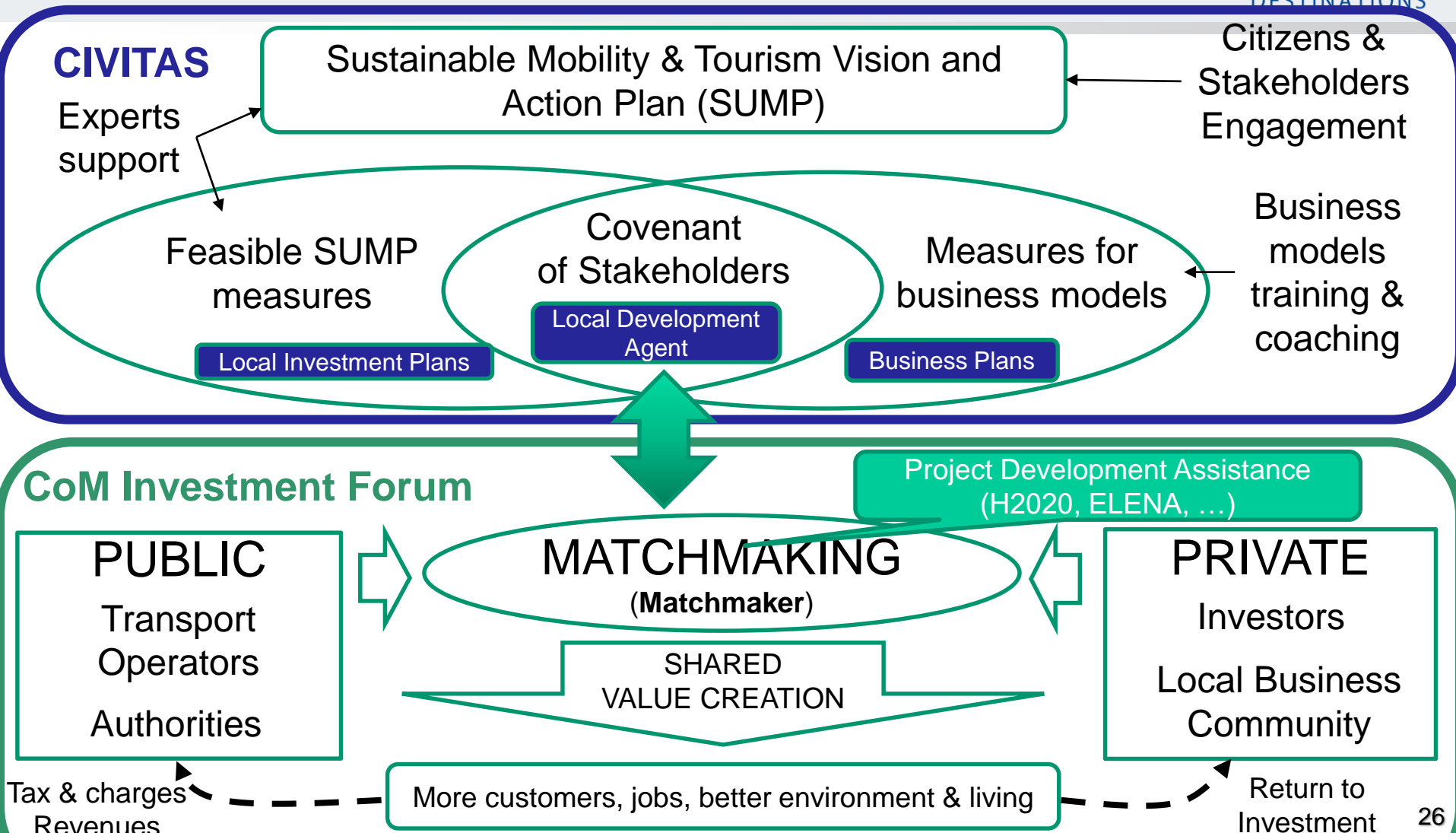
2016

2020

2020

2025

The EU support to sustainable mobility innovation in tourist destinations: inside the boxes ...



Beyond the public-private divide of investment strategies ...

The aim of ensuring long-term sustainable exploitation does not necessarily mean a focus on making money (profit) but a focus on financial sustainability and ensuring that costs are ultimately balanced by revenues

Should a systematic financial gap emerge from business modelling (hence difficult to be exploited going forward on a fully commercial basis), but the measure itself is found to be still highly beneficial and relevant to be further implemented and scaled up on the market and in the society, such gap could possibly be filled-in from public finances

***...towards and inclusive place-based model of
development of touristic destinations***

Thank you

Carlo Sessa – ISINNOVA

mc7920@mclink.it



CIVITAS
Cleaner and better transport in cities
DESTINATIONS



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION



THE CIVITAS INITIATIVE IS CO-FINANCED
BY THE EUROPEAN UNION